

Privacy Policy

Last updated: August 23, 2026

This Privacy Policy describes Our policies and procedures on the collection, use, and disclosure of Your information when You use the Service and tells You about Your privacy rights and how the law protects You.

We use Your Personal Data to provide and improve the Service. We collect, use, and disclose Your information as described in this Privacy Policy and, where required by applicable law, only where We have a valid legal basis to do so, including Your consent (where consent is required).

Interpretation and Definitions

Interpretation

The words whose initial letters are capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions

For the purposes of this Privacy Policy:

Account means a unique account created for You to access Our Service or parts of Our Service.

Affiliate means an entity that controls, is controlled by, or is under common control with a party, where "control" means ownership of 50% or more of the shares, equity interest or other securities entitled to vote for election of directors or other managing authority.

Business, for the purposes of the CCPA/CPRA, refers to the Company as the legal entity that collects Consumers' personal information, or on behalf of which such information is collected, and that alone, or jointly with others, determines the purposes and means of the processing of Consumers' personal information, and that does business in the State of California.

CCPA and/or **CPRA** refers to the California Consumer Privacy Act (the "CCPA") as amended by the California Privacy Rights Act of 2020 (the "CPRA").

Company (referred to as either "the Company", "We", "Us" or "Our" in this Privacy Policy) refers to Genuine Grace, LLC, 589 Sportsman Road, Martinsburg, PA 16662.

Consumer, for the purpose of the CCPA/CPRA, means a natural person who is a California resident. A resident, as defined in the law, includes (1) every individual who is in the State of California for other than a temporary or transitory purpose, and (2) every individual who is domiciled in the State of California who is outside the State of California for a temporary or transitory purpose.

Cookies are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website, among its many uses.

Country/State refers to: Pennsylvania, United States.

Device means any device that can access the Service, such as a computer, a cell phone or a digital tablet.

Do Not Track (DNT) is a concept that has been promoted by U.S. regulatory authorities, in particular the U.S. Federal Trade Commission (FTC), for the Internet industry to develop and implement a mechanism for allowing Internet users to control the tracking of their online activities across websites.

Personal Data (or "Personal Information") is any information that relates to an identified or identifiable individual. For the purposes of the CCPA/CPRA, Personal Data means any information that identifies, relates to, describes or is capable of being associated with, or could reasonably be linked, directly or indirectly, with You.

We use "Personal Data" and "Personal Information" interchangeably unless a law uses a specific term.

Service refers to the Website.

Service Provider means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.

Usage Data refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

Third-Party Planning Tools refers to external software platforms that may be integrated with or linked from Our Service or used by or with Our clients to facilitate consultations, client management, contracting, invoicing, timelines, and event design (including, but not limited to, Calendly, Rock Paper Coin, Stripe, Aisle Planner, Timeline Genius, FloorPlans by Tripleseat, and Canva).

Third-Party Social Media Service means any services, platforms, or content (including data, information, graphics, or social feeds) provided by a third party—including, but not limited to, Instagram, Facebook, and Pinterest—that are displayed, included, made available, or linked to through the Service.

User means any individual who accesses or uses the Service.

Website refers to Genuine Grace, LLC, accessible from <https://www.genuinegracellc.com/>.

You means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

Collecting and Using Your Personal Information

Types of Data Collected

Personal Data

While using Our Service, We may ask You to provide Us with certain personally identifiable information that can be used to contact or identify You. Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Mailing Address, State, Province, ZIP/Postal code, City
- Event information linked to your identity (e.g., target wedding date, location, estimated guest count, budget, design preferences, and any specific event details or service notes you include in your inquiry submission)

Usage Data

Usage Data is collected automatically when using the Service.

Usage Data may include information such as Your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of Our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When You access the Service by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device's unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data.

We may also collect information that Your browser sends whenever You visit Our Service or when You access the Service by or through a mobile device.

Tracking Technologies and Cookies

We use tracking technologies (such as cookies) to track the activity and to improve Our Service. The technologies We use may include:

- **Cookies or Browser Cookies.** A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of Our Service.
- **Web Beacons.** Certain sections of Our Service may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your web browser.

Where required by law, We use non-essential cookies (that is, Cookies other than the Necessary / Essential Cookies described below) only with Your consent. You can withdraw or change Your consent at any time using Our cookie preferences tool (if available) or through Your browser/device settings. Withdrawing consent does not affect the lawfulness of processing based on consent before its withdrawal.

We use both Session and Persistent Cookies for the purposes set out below:

Necessary / Essential Cookies

Type: Session Cookies

Administered by: Us

Purpose: These Cookies are essential to provide You with services available through the Website and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that You have asked for cannot be provided, and We only use these Cookies to provide You with those services.

Cookies Policy / Notice Acceptance Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies identify whether users have accepted the use of cookies on the Website and record the consent choices You have made, so that We can honor those choices on future visits.

Functionality Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow Us to remember choices You make when You use the Website, such as remembering Your Account login details, if applicable, or language preference. The purpose of these Cookies is to provide You with a more personal experience and to avoid You having to re-enter Your preferences every time You use the Website.

Analytics Cookies

Type: Persistent Cookies

Administered by: Third Parties

Purpose: These Cookies collect information about traffic to the Website and how users use the Website, such as the pages visited, the time spent on those pages, and the source of the visit. This information may directly or indirectly identify You as an individual visitor. We use this information to understand and improve how the Website performs and to test new pages, features or functionality to see how Our users react to them. The third parties that administer these Cookies may also use the information collected for their own purposes, including to improve their own services.

Use of Your Personal Data

The Company may use Personal Data for the following purposes:

To provide and maintain Our Service, including to monitor Website traffic, respond to inquiries, and manage scheduling and consultation tools.

To manage Your Account: to manage Your access to client planning portals, timeline software, interactive tools or other resources made available to You as a client.

For the performance of a contract: To prepare, execute, and fulfill Your Master Service Agreement (i.e., Client Contract), invoices, or event planning services.

To contact You: To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, regarding updates or informative communications relative to planning, coordination, or consultation services, contract notifications, invoice reminders, or security updates.

To provide news and updates: To send You information, planning tips, or promotional updates regarding our wedding planning and coordination services that are similar to those You have inquired about or booked. You may opt out or withdraw Your consent at any time by using the unsubscribe link in any marketing email We send or by contacting Us.

To manage Your requests: To attend to, process, and manage Your inquiries or requests submitted to Us.

For business transfers: We may use Your Personal Data to evaluate or conduct a merger, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Our assets, in which Personal Data held by Us about Our Service users is among the assets transferred.

For internal analytics and service improvement: To conduct data analysis, identify usage trends, evaluate promotional campaigns, and improve Our Service, planning workflows, and client experience.

We may share Your Personal Data in the following situations:

- **With Service Providers:** We may share Your Personal Data with Service Providers (including, but not limited to, Third-Party Planning Tools such as Timeline Genius, Calendly, Rock Paper Coin, and/or FloorPlans by Tripleseat) to monitor and analyze the use of Our Service, process payments, facilitate event planning, and to communicate with You.
- **For business transfers:** We may share or transfer Your Personal Data in connection with, or during negotiations of, any merger, sale

of Company assets, financing, or acquisition of all or a portion of Our business to another company.

- **With Your consent:** We may disclose Your Personal Data for any other purpose with Your consent.

Text Messages Privacy Notice

You may have the option to receive text (SMS) messages from Us directly or through Our integrated Third-Party Planning Tools (such as Timeline Genius or Calendly). If You opt in to text messages, We will send You updates, notifications, and other communications as described below. When You opt in, We will collect and store the information You provide in connection with text messaging, such as Your phone number and consent records.

No mobile information will be shared with or sold to third parties or affiliates for marketing or promotional purposes. Phone numbers and SMS consent records collected for texting are never shared with third parties for marketing purposes; they are shared only with technical Service Providers (such as messaging and event planning software like Timeline Genius) strictly as necessary to deliver the text messages.

Consent to receive text messages is not a condition of purchasing or booking Our services. If You consent to receive SMS from Us, You agree to receive text messages related to:

- Customer care, consultation scheduling, and initial inquiries
- Event planning milestones, custom timelines, and day-of coordination updates
- Administrative, contract, or payment reminders

Reply **STOP** to opt-out at any time. Reply **HELP** for support.

(Alternatively, you may contact Us at info@genuinegracellc.com.)

Message & data rates may apply. Messaging frequency varies based on your event schedule and planning needs. Carriers are not liable for delayed or undelivered messages.

Retention of Your Personal Data

The Company will retain Personal Data for as long as it is needed to conduct Our legitimate business purposes and to fulfill the purposes set out in this Privacy Policy, taking into account:

- The duration of our business relationship with You and the provision of event planning services.
- Necessary timeframes to handle post-event inquiries, manage accounting and billing records, or resolve potential legal claims.
- Applicable tax, legal, and accounting compliance obligations (for example, financial and contract records are retained for up to 7 years in accordance with applicable state and federal laws).

Usage Data and website analytics are retained only for as long as necessary for internal analysis, security monitoring, and website optimization.

When Personal Data is no longer required for these purposes, We will securely delete, overwrite, or anonymize the information in accordance with standard business procedures.

Transfer of Your Personal Data

Your information, including Personal Data, is processed at the Company's operating locations and in any other places where the parties involved in the processing (such as Our Third-Party Planning Tools and cloud hosting providers) maintain servers. This means Your information may be transferred to — and maintained on — computers located outside of Your state, province, country, where the data protection laws may differ from those of Your jurisdiction.

Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer. The Company will take the steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy.

Your Rights to Access, Correct, and Delete Personal Data

You have the right to request access to, correction of, or deletion of the Personal Data We have collected about You. You may contact Us directly at info@genuinegracellc.com to request access to, update, correct, or delete any Personal Data You have provided to Us.

Please note that We may need to retain certain information when We have a legal obligation or lawful basis to do so (for example, keeping accounting, tax, or contract records required by applicable laws). Additionally, we cannot control the independent retention policies of third parties. For data stored within Third-Party Planning Tools (such as Aisle Planner or Rock Paper Coin), We will assist You in processing deletion requests where feasible or direct You to the appropriate platform to manage Your stored data.

Disclosure of Your Personal Data

Business Transactions

If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.

Law Enforcement

Under certain circumstances, the Company may disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Other Legal Requirements

The Company may disclose Your Personal Data in the good-faith belief that such action is necessary to:

- Comply with a legal or regulatory obligation
- Protect and defend the rights, property, or intellectual assets of the Company
- Prevent or investigate possible wrongdoing in connection with the Service
- Protect the personal safety of Users of the Service, clients, or the public
- Protect against legal liability

Security of Your Personal Data

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While We strive to use commercially

reasonable safeguards to protect Your Personal Data, We cannot guarantee its absolute security.

Detailed Information on the Processing of Your Personal Data

The Service Providers We use may have access to Your Personal Data. These third-party vendors collect, store, use, process and transfer information about Your activity on Our Service in accordance with their respective Privacy Policies.

Analytics

We may use third-party Service Providers to monitor and analyze the use of Our Service.

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of Our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt out of making Your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics scripts from sharing information with Google Analytics about visit activity.

For more information on the privacy practices of Google, please visit [Google's Privacy Policy](#) and [Terms of Service](#).

Security and Fraud Prevention

We use third-party tools, including services provided via Rock Paper Coin and Google reCAPTCHA, to protect Our Service from spam, fraud, abuse, and automated misuse.

Technical and behavioral data (such as IP addresses, device signatures, and interaction patterns) may be collected to verify human users and maintain platform security. Your use of these services is subject to [Google's Privacy Policy](#) and [Terms of Service](#), as well as [Rock Paper Coin's Privacy Policy](#).

Third-Party Service Providers and Tech Stack

We do not sell, rent, or trade your Personal Data. To seamlessly operate Our business and deliver event planning services, We share necessary data with trusted third-party service providers who process information on our behalf.

Our core operational tech stack includes, but is not limited to:

- Scheduling: Calendly (for booking initial consultations and planning meetings).
- Contracting & Invoicing: Rock Paper Coin and Stripe (for digital service contracts and payment processing). *Genuine Grace, LLC does not collect or store full payment card numbers or bank credentials on its Website servers.*
- Event Planning & Collaboration: Aisle Planner (client portals and task tracking), Timeline Genius (event schedules), and FloorPlans by Tripleseat (venue layout design).
- Visual & Marketing Tools: Canva (design collaterals)
- Website Analytics & Security: Google Analytics and Google reCAPTCHA (traffic monitoring and anti-spam protection).

Third-Party Links and Social Media

Our Service contains links to external websites and platforms (including, but not limited to, Third-Party Social Media Services like Instagram, Facebook, and Pinterest). If You click on a third-party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or social networks.

Notice to California Residents

Under California law (including the California Consumer Privacy Act / California Privacy Rights Act and California's "Shine the Light" law), California residents have specific rights regarding their personal information:

- **Right to Know and Access:** You may request details regarding the categories and specific pieces of Personal Data We collect, use, and disclose.
- **Right to Correction and Deletion:** You may request that We correct inaccurate Personal Data or delete Personal Data collected from You, subject to statutory recordkeeping exceptions (such as tax and accounting requirements).
- **No Sale or Sharing of Personal Data:** Genuine Grace, LLC does not sell, rent, or share Personal Data with third parties for monetary or valuable consideration, nor do We share Personal Data for cross-context behavioral advertising.
- **Non-Discrimination:** We will not discriminate against You for exercising any of Your privacy rights.

To submit a request or inquire about Your rights under California law, please contact Us directly at info@genuinegracellc.com.

Children's and Minors' Privacy

Our Service is directed strictly to adults aged 18 and older. We do not knowingly collect or solicit Personal Information from anyone under the age of 18.

If You are a parent or guardian and believe that a child or minor under the age of 18 has provided Us with Personal Information, please contact Us immediately using the details in the "Contact Us" section. If We become aware that We have collected Personal Information from anyone under the age of 18 without verified parental consent, We will take prompt steps to remove that information from Our systems and servers.

Changes to this Privacy Policy

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.

If a revision is material, We will let You know via a prominent notice on Our Service, prior to the change becoming effective and update the "Last updated" date at the top of this Privacy Policy. What constitutes a material change will be determined at Our sole discretion.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page. By continuing to access or use Our Service after those revisions become effective, You agree to be bound by the revised policy.

Contact Us

If You have any questions about this Privacy Policy, You can contact Us:

- By email: info@genuinegracellc.com

View our Terms and Conditions [HERE](#).