

On The Blu Privacy Policy

Effective Date: August 18, 2026

On The Blu respects your privacy and is committed to protecting the personal information entrusted to us. This Privacy Policy explains how On The Blu may collect, use, protect, and disclose information when you visit our website, communicate with us, book a service, participate in our programs, purchase products, or otherwise interact with On The Blu.

1. Information We May Collect

Depending on how you interact with On The Blu, we may collect information such as:

- Your name and contact information.
- Email address, telephone number, and mailing address when voluntarily provided.
- Information submitted through booking, membership, registration, inquiry, or contact forms.
- Payment and transaction information processed through third-party payment providers.
- Information you voluntarily provide regarding your interests, educational goals, or requested services.
- Website usage information, such as browser type, device information, pages visited, and general website activity.
- Information collected through cookies or similar technologies where applicable.

You are not required to provide personal information simply to browse publicly available portions of our website. Certain information may be necessary to provide requested services or process a transaction.

2. How We Use Information

On The Blu may use information provided by customers and visitors to:

- Provide and administer requested services.
- Process bookings, purchases, memberships, registrations, and payments.
- Respond to questions, inquiries, and customer requests.
- Provide information about programs, classes, events, products, or services.
- Maintain and improve our website and customer experience.
- Maintain business, accounting, and transaction records.
- Protect the security and integrity of our website and services.
- Comply with applicable laws and legal obligations.

On The Blu does not use customer information for purposes unrelated to the operation of our business except where permitted by law or where you have provided appropriate consent.

3. Information Sharing

On The Blu does not sell or rent your personal information as a business practice.

Information may be shared when reasonably necessary with trusted service providers that assist us with functions such as:

- Website hosting.
- Scheduling and appointment management.
- Payment processing.
- Email and communications.
- Website analytics.
- Business administration.

These providers may receive only the information reasonably necessary to perform their services.

We may also disclose information when required by law, legal process, court order, or governmental request, or when necessary to protect the rights, safety, security, or property of On The Blu, our customers, or others.

4. Payment Information

When you make a purchase or payment through On The Blu, payment information may be processed by an independent third-party payment provider.

On The Blu does not intend to store complete credit-card numbers or other sensitive payment credentials on its own website systems unless specifically stated otherwise.

Customers should review the privacy policies and terms of the payment provider used for their transaction.

5. Cookies and Website Technologies

Our website may use cookies, analytics tools, pixels, or similar technologies to help operate the website, understand visitor activity, remember preferences, and improve website performance.

You may be able to control certain cookies through your browser settings. Disabling cookies may affect portions of the website.

6. Communications

If you voluntarily provide your email address or telephone number, On The Blu may use that information to respond to your inquiry, administer a service, provide transaction-related communications, or send information about programs and offerings where permitted by law.

You may request to stop receiving promotional communications by following the unsubscribe instructions included in the communication or by contacting On The Blu.

7. Protection of Information

On The Blu takes reasonable administrative, technical, and organizational measures to protect personal information against unauthorized access, misuse, alteration, disclosure, or destruction.

However, no website, electronic transmission, or method of storing information can be guaranteed to be completely secure.

8. Children's Privacy

On The Blu does not knowingly collect personal information from children through the website in violation of applicable law.

Where a program or service is specifically designed for minors or young people, additional consent, registration, supervision, or safeguarding requirements may apply.

9. Third-Party Websites

Our website may contain links to third-party websites, platforms, payment services, social media, or other resources.

On The Blu is not responsible for the privacy practices, security, content, or policies of third-party websites. We encourage visitors to review the privacy policies of those websites before providing personal information.

10. Your Privacy Choices

Depending on where you live and applicable law, you may have rights concerning your personal information, including the ability to request access to, correction of, or deletion of certain information.

Requests may be submitted using the contact information provided below. We may need to verify your identity before completing certain requests.

11. Data Retention

On The Blu retains information for as long as reasonably necessary to provide services, maintain business and transaction records, fulfill legal or accounting obligations, resolve disputes, enforce agreements, and protect our legitimate business interests.

The length of time information is retained may vary depending on the type of information and the purpose for which it was collected.

12. Changes to This Privacy Policy

On The Blu may update this Privacy Policy from time to time to reflect changes in our services, website practices, technology, or applicable law.

When changes are made, the updated policy will be posted on this page with a revised effective date.

13. Contact On The Blu

For questions concerning this Privacy Policy or your personal information, please contact:

On The Blu

Email: info@starlightblu.com

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

By using the On The Blu website, you acknowledge that you have had an opportunity to review this Privacy Policy.

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On The Blu Customer Usage Policy

Effective Date: August 18, 2026

Welcome to On The Blu.

On The Blu provides a space for exploration, education, creativity, spiritual study, and the study of Alchemy. Our programs and services are intended to encourage personal reflection, knowledge, self-discovery, creativity, and the development of one's own understanding.

By accessing our website, purchasing a product, booking a service, participating in a class, workshop, membership, event, or educational program, you agree to follow this Customer Usage Policy.

1. Respect for the Work

On The Blu is built around the study of Alchemy, philosophy, spirituality, creativity, knowledge, and personal discovery.

Customers and participants are expected to engage with our services and community respectfully.

Harassment, intimidation, threats, discrimination, abusive behavior, or intentional disruption of programs or services will not be permitted.

2. Personal Responsibility

On The Blu encourages individuals to explore knowledge and develop their own understanding.

Information, teachings, discussions, exercises, readings, educational materials, and spiritual practices offered through On The Blu are intended for educational, personal-development, philosophical, and spiritual purposes.

Participants remain responsible for their own decisions, interpretations, actions, and personal practices.

3. No Guarantee of Results

On The Blu does not guarantee a particular spiritual, personal, financial, emotional, educational, or other outcome from participation in any service, reading, class, workshop, program, product, or activity.

Individual experiences and results may differ.

4. Not a Substitute for Professional Services

Unless expressly stated otherwise, On The Blu services and educational materials are not intended to replace medical, mental-health, legal, financial, or other licensed professional advice, diagnosis, treatment, or care.

Customers should seek an appropriately qualified professional when a matter requires professional or emergency assistance.

5. Spiritual and Alchemy-Based Services

Alchemy-related teachings at On The Blu may incorporate historical, philosophical, spiritual, symbolic, scientific, artistic, and educational perspectives.

The term "Alchemy" may be explored as a historical tradition, philosophy, symbolic system, creative discipline, or pathway of personal transformation.

Customers are encouraged to think critically, ask questions, conduct their own research, and make their own informed decisions.

6. Website and Educational Materials

Unless otherwise authorized, On The Blu's website content, written materials, curriculum, graphics, symbols, artwork, videos, recordings, teaching materials, names, logos, and original concepts are the property of On The Blu or are used with appropriate permission.

Customers may use materials provided to them for their own personal educational purposes.

Customers may not reproduce, resell, publish, distribute, modify, teach, or commercially exploit On The Blu's proprietary materials without prior written permission.

7. Recordings and Content

Customers may not photograph, record, livestream, reproduce, or distribute private classes, workshops, consultations, or other restricted On The Blu content without permission.

On The Blu may establish additional recording restrictions for particular events or programs.

8. Account and Booking Information

Customers are responsible for providing accurate information when creating an account, submitting a registration, booking a service, or making a purchase.

Customers should not knowingly provide false, misleading, fraudulent, or unauthorized information.

Booking and cancellation terms applicable to a particular service will be presented at the time of booking or purchase.

9. Products and Purchases

Customers agree to use purchased products according to applicable instructions and ordinary intended use.

Customers are responsible for reviewing product descriptions, warnings, instructions, and other information provided with a product before use.

On The Blu should be contacted with questions regarding a product before use when clarification is necessary.

10. Prohibited Conduct

Customers may not use On The Blu's website, services, or programs to:

- Engage in unlawful activity.
- Harass, threaten, intimidate, or abuse another person.
- Impersonate another individual or organization.
- Attempt to gain unauthorized access to accounts, systems, or information.
- Distribute malicious software or harmful content.
- Copy or commercially exploit protected On The Blu materials without authorization.
- Interfere with the operation or security of the website or services.
- Use On The Blu services to intentionally deceive, defraud, or harm another person.

11. Minors

Some On The Blu programs may have age requirements or require parent or guardian participation or consent.

Where applicable, a parent or legal guardian is responsible for reviewing the applicable program requirements before a minor participates.

12. Right to Refuse or End Service

On The Blu reserves the right, consistent with applicable law, to refuse, suspend, or discontinue a service, booking, account, membership, or participation when necessary because of abusive conduct, safety concerns, violation of this policy, unlawful activity, misuse of services, or other legitimate business reasons.

13. Policy Changes

On The Blu may update this Customer Usage Policy as our services, programs, website, and business practices develop.

The most current version will be posted on the On The Blu website.

14. Agreement

By using the On The Blu website or participating in an On The Blu service or program, you acknowledge that you have read and agree to comply with this Customer Usage Policy and any additional terms presented for the specific service or purchase.

On The Blu

Email: info@starlightblu.com

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

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