Privacy Policy

Helena's Cleaners · Customer information & privacy

Effective: January 1, 2025 · Last updated: November 10, 2026

At Helena's Cleaners, we respect your privacy and are committed to protecting your personal information.

This Privacy Policy explains what information we collect, how we use it, who we share it with, and the choices you have regarding your personal data.

This policy applies to customers who use our dry cleaning, laundry, alteration, pickup and delivery, retail, kiosk, and online services.

1. Information We Collect

We collect information necessary to provide our services, communicate with customers, maintain accurate records, and improve the customer experience.

Information You Provide Directly

This may include:

- Name, address, email address, and phone number
- Payment information processed through our payment service providers
- Pickup and delivery addresses, instructions, and location details
- Communication preferences, including email and text messaging
- Account registration and login information
- Garment descriptions, cleaning preferences, and service history
- Customer service communications, including emails, text messages, requests, and complaints
- Other information voluntarily provided when requesting or using our services

Information Collected During Service

To ensure quality, accountability, and accurate order tracking, we may collect:

- Photographs of garments during intake, inspection, processing, and quality control
- Garment identification and barcode information
- Order processing timestamps and tracking records

- Pickup and delivery confirmation information
- Delivery-related location or geofencing data used to confirm service completion
- Photographs documenting deliveries, garment conditions, or service concerns
- Security camera footage at our locations and service areas where surveillance is in use

Information Collected Automatically

When you visit our website or interact with our digital services, we may collect:

- Website usage information through Google Analytics
- Advertising and engagement information through Meta (Facebook) tools
- Cookies and similar tracking technologies
- Device information, browser type, and operating system
- Internet Protocol (IP) addresses
- Website activity, referring websites, and general interaction information

2. How We Use Your Information

We use customer information for legitimate business and operational purposes, including:

- Providing dry cleaning, laundry, alteration, and pickup and delivery services
- Processing payments and maintaining customer accounts
- Tracking garments and managing service orders
- Sending transactional notifications, including order updates, pickup reminders, and delivery confirmations
- Communicating with customers regarding questions, complaints, claims, or service requests
- Investigating lost, damaged, or disputed garments
- Maintaining quality control, security, and operational accountability
- Improving our services, website, and customer experience
- Sending promotional communications where permitted by law and subject to applicable consent requirements
- Preventing fraud and enforcing our Terms and Conditions
- Complying with applicable legal, regulatory, tax, and accounting obligations

We use personal information only for the purposes described in this policy or as otherwise permitted or required by law.

3. Who We Share Information With

Helena's Cleaners does not sell customer contact lists to third-party data brokers for monetary payment.

We may share limited personal information with trusted service providers, advertising partners, and affiliated businesses for the purposes described below.

Service Providers

We work with third-party companies that help us operate our business and provide services to customers.

These include:

- SMRT POS: Point-of-sale processing, customer management, order tracking, route management, and marketing services.
- Twilio: Text messaging and customer communication services.
- Payment Processors: Secure processing of credit and debit card transactions.
- Other Operational Providers: Technology, website hosting, customer support, and related services necessary to operate our business.

These providers receive information relevant to the services they perform on our behalf.

Analytics and Advertising Partners

We use certain third-party technology services to understand website activity, improve customer engagement, and support advertising.

These may include:

- Google Analytics: Website analytics, traffic measurement, and performance monitoring.
- Meta (Facebook): Advertising, audience insights, and remarketing services.

Information collected through advertising technologies may be used by these providers in accordance with their applicable privacy practices and our arrangements with them.

Certain disclosures through advertising technologies may be classified as a sale or sharing of personal information under applicable privacy laws, even when no money is exchanged.

Affiliated Businesses

Helena's Cleaners may share limited customer contact information with our affiliated business, WashboxGo, as described in Section 4 of this policy.

Legal and Business Requirements

We may also disclose personal information when reasonably necessary to:

- Comply with applicable laws, regulations, or legal processes
- Respond to valid legal requests
- Protect the rights, safety, and property of Helena's Cleaners, our customers, and employees
- Investigate suspected fraud or unlawful activity
- Support a business transaction such as a merger, acquisition, restructuring, or sale

4. Affiliated Businesses — Washboxgo

Helena's Cleaners is affiliated with WashboxGo, a separately branded pickup and delivery laundry and dry cleaning service operating under common ownership.

Helena's Cleaners and WashboxGo maintain separate brands, pricing structures, service offerings, and customer service operations.

To help customers learn about additional laundry and garment care services, Helena's Cleaners may share limited customer contact information with WashboxGo.

Information That May Be Shared

- Customer name
- Email address
- Phone number
- General service area, such as city or ZIP code

This information may be used to introduce relevant services, provide information about available offerings, and communicate promotional opportunities, subject to applicable marketing consent requirements.

Helena's Cleaners does not disclose customer payment card information, garment histories, order details, or account login credentials to WashboxGo for affiliate marketing purposes.

Marketing Consent

Sharing contact information with an affiliated business does not automatically enroll customers in that business's marketing communications.

Promotional emails and text messages will be sent only as permitted by applicable law and subject to any required customer consent.

Consent to receive marketing communications from Helena's Cleaners does not automatically constitute consent to receive marketing text messages from WashboxGo.

Opting Out of Affiliate Sharing

Customers may request to opt out of future sharing of their contact information with WashboxGo for affiliate marketing by:

- Emailing contact@helenasdc.com with "Opt Out of Affiliate Sharing" in the subject line
- Contacting Helena's Cleaners directly using the contact information provided at the end of this policy

Customers who receive promotional communications from WashboxGo may also unsubscribe using the instructions included in those communications.

An unsubscribe request directed to WashboxGo may not automatically stop Helena's Cleaners from sharing information in the future. Customers wishing to stop affiliate marketing information sharing should contact Helena's Cleaners directly.

Opting out of affiliate marketing sharing will not affect your existing Helena's Cleaners account, services, or transactional notifications.

5. Marketing Communications

Helena's Cleaners may send promotional communications regarding our services, special offers, company updates, and other information that may be relevant to customers.

Marketing communications may be delivered by email or text message where permitted by applicable law.

We obtain customer consent when required and honor applicable marketing opt-out requests.

Opting Out of Marketing

Customers may unsubscribe from marketing communications at any time by:

- Email: Clicking the unsubscribe link included in marketing emails
- Text Message: Replying STOP to the marketing text message
- Account Preferences: Updating communication preferences when available
- Direct Request: Contacting Helena's Cleaners

Opting out of marketing communications does not affect necessary transactional or service-related notifications, such as order confirmations, pickup reminders, delivery notifications, or communications regarding active service requests.

Marketing preferences for Helena's Cleaners and WashboxGo are maintained separately unless otherwise communicated.

6. Cookies And Tracking Technologies

Our website uses cookies and similar technologies to support website functionality, improve user experience, analyze website traffic, and assist with marketing efforts.

Cookies are small data files stored on your device that help websites recognize your browser and understand how visitors interact with online content.

Types of Cookies We May Use

Essential Cookies These support core website functionality, account access, and other necessary features.

Analytics Cookies These help us understand website traffic, visitor activity, and website performance through services such as Google Analytics.

Advertising Cookies These may be used through platforms such as Meta (Facebook) to measure advertising performance and display relevant advertisements.

Managing Cookies

Most web browsers allow users to manage, block, or delete cookies through their browser settings.

Disabling certain cookies may affect website functionality.

Where required by applicable law, additional privacy choices may be available regarding the use or disclosure of information collected through advertising technologies.

7. Data Retention

We retain personal information for as long as reasonably necessary to provide services, maintain business records, comply with legal requirements, resolve disputes, and protect our legitimate business interests.

Retention periods may vary depending on the type of information and its purpose.

Customer Accounts

Information associated with active customer accounts may be maintained for the duration of the customer relationship.

Information associated with inactive accounts may be retained for a reasonable period to accommodate returning customers, maintain service histories, and address outstanding business matters.

Transaction and Service Records

Order histories, payment records, invoices, delivery confirmations, and related information may be retained as necessary for accounting, tax compliance, customer claims, and legal obligations.

Garment Photographs and Operational Records

Photographs, garment tracking information, security footage, and related records may be retained for operational, security, quality assurance, or claims management purposes.

Marketing Preferences

Marketing subscriptions and preferences may be retained as needed to administer communications and honor unsubscribe or opt-out requests.

Deletion Requests

Customers may request deletion of their account and associated personal information by contacting Helena's Cleaners.

We will review and process deletion requests in accordance with applicable law.

Certain information may be retained when necessary for legal compliance, accounting, dispute resolution, fraud prevention, or other legitimate business purposes.

8. Your Privacy Rights And Choices

Helena's Cleaners respects customers' rights to understand and manage their personal information.

Depending on your location and applicable law, you may have the right to:

- Request access to personal information we maintain about you
- Request correction of inaccurate or incomplete information
- Request deletion of personal information, subject to applicable exceptions
- Request a copy of certain personal information
- Opt out of marketing communications
- Opt out of future affiliate marketing information sharing with WashboxGo
- Withdraw consent where information processing requires consent

- Exercise additional privacy rights provided by applicable state law

To submit a privacy request, please contact Helena's Cleaners using the contact information at the end of this policy.

We may request information reasonably necessary to verify your identity before fulfilling certain requests.

Requests will be reviewed and addressed in accordance with applicable legal requirements.

9. Data Security

Helena's Cleaners takes reasonable administrative, technical, and operational measures designed to protect personal information against unauthorized access, disclosure, alteration, misuse, or destruction.

Payment card transactions are processed through third-party payment service providers.

We use third-party business systems to support secure account management, transaction processing, and customer information storage.

Access to personal information is managed based on business needs and operational responsibilities.

While we take reasonable steps to safeguard customer information, no method of electronic transmission or data storage can be guaranteed to be completely secure.

If we become aware of a data security incident involving personal information, we will investigate and provide notifications when required by applicable law.

10. Geographic Scope

Helena's Cleaners operates primarily in Washington State, serving Seattle and surrounding communities, including the Greater Eastside.

We may occasionally accept garments shipped from customers in other U.S. states for cleaning and return delivery.

This Privacy Policy applies to customers using Helena's Cleaners services within the United States.

Our services are not specifically directed toward individuals residing outside the United States.

11. Washington Residents

Helena's Cleaners operates in Washington State and handles customer information in accordance with applicable Washington privacy and consumer protection laws.

Washington's My Health My Data Act provides additional protections for certain categories of consumer health data.

Helena's Cleaners does not intentionally request consumer health information as part of our ordinary dry cleaning, laundry, alteration, or pickup and delivery services.

Customers are encouraged not to provide sensitive medical or health information unless necessary to address a specific service request.

Any information subject to additional protection under Washington law will be handled in accordance with applicable legal requirements.

Washington residents may contact us with questions or requests concerning their personal information.

12. California Residents

California residents may have additional privacy rights under the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA), to the extent those laws apply to Helena's Cleaners.

These rights may include:

- The right to know what categories of personal information are collected, used, and disclosed
- The right to request access to certain personal information
- The right to request correction of inaccurate personal information
- The right to request deletion of personal information, subject to applicable exceptions
- The right to opt out of the sale or sharing of personal information where applicable
- The right to protection against unlawful discrimination for exercising applicable privacy rights

For purposes of California law, certain disclosures of personal information through advertising technologies may qualify as a sale or sharing even where no monetary payment is received.

Sharing customer contact information with an affiliated business for its own marketing purposes is not automatically the same as sharing for cross-context behavioral advertising under California law.

California residents may contact Helena's Cleaners to inquire about their privacy rights or submit applicable requests.

Where required by law, we will provide and honor additional opt-out mechanisms for qualifying sales or advertising-related sharing of personal information.

13. Children'S Privacy

Our services are intended for adults and are not directed toward children under the age of 13.

Helena's Cleaners does not knowingly collect personal information directly from children under the age of 13.

If we become aware that personal information has been collected from a child in a manner inconsistent with applicable law, we will take appropriate steps to address the information, including deletion where required.

Parents or guardians who believe a child has provided personal information may contact us using the information below.

14. Third-Party Websites And Services

Our website, communications, or online services may contain links to websites or services operated by third parties.

These external websites may have their own privacy policies and information handling practices.

Helena's Cleaners is not responsible for the privacy practices of third-party websites that we do not control.

We encourage customers to review the privacy policies of any external websites or services they choose to use.

15. Changes To This Privacy Policy

Helena's Cleaners may update this Privacy Policy periodically to reflect changes in our business operations, service offerings, technology, information handling practices, or legal requirements.

When changes are made, we will update the "Last Updated" date at the beginning of this policy.

When appropriate or legally required, we may provide additional notice of material changes through our website, email communications, or other reasonable methods.

The most current version of this Privacy Policy will be available on our website at:

www.helenascleaners.com

Changes will become effective as indicated in the updated policy, subject to applicable legal requirements.

16. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or the handling of your personal information, please contact us:

HELENA'S CLEANERS

Phone or Text: (206) 202-3686 Email: contact@helenasdc.com Website: www.helenascleaners.com

For requests regarding affiliate information sharing, please include "Opt Out of Affiliate Sharing" in the subject line of your email.

We appreciate the trust our customers place in Helena's Cleaners and remain committed to handling customer information responsibly, transparently, and with care.

Thank you for trusting Helena's Cleaners with your garments and your information.