

# Privacy Policy

## Sip 'n Spin Laundry & Café

*We are committed to protecting your privacy under Massachusetts law.*

Effective Date: April 9, 2026

This Privacy Policy describes how Sip 'n Spin Laundry & Café (“we,” “us,” or “our”) collects, uses, and protects the personal information of visitors to sipnspinlaundromat.com (the “Site”) and customers who use our laundry and wash-dry-fold pickup and delivery services. This policy is provided in accordance with Massachusetts General Laws Chapter 93H, 201 CMR 17.00, and applicable consumer protection laws.

**Massachusetts residents:** You have specific rights under Massachusetts law, including the right to be notified of a data breach, the right to request access to your personal information, and protections under M.G.L. c. 93A. See Section 7 for details.

## 1. Information We Collect

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### A. Information You Provide Directly

We collect personal information you give us when you:

- Create an account or register for wash-dry-fold (WDF) service via the Cents platform
- Schedule pickup and delivery service or request a quote
- Contact us by phone, email, or web form
- Sign up for promotional offers, loyalty programs, or email marketing
- Submit a review or feedback

This may include your name, email address, phone number, home or business address, payment details, and laundry care preferences.

### B. Information Collected Automatically

When you visit our Site, we and our service providers automatically collect:

- IP address and general geographic location
- Browser type, device type, and operating system
- Pages visited, time on page, and referring URLs
- Clicks and interaction data

This data is collected via cookies, web beacons, and similar technologies, including an advertising pixel from The Daily Hampshire Gazette (see Section 1C).

### C. Third-Party Advertising Pixel — The Daily Hampshire Gazette

Our Site includes a tracking pixel placed by The Daily Hampshire Gazette, our digital advertising partner, to measure ad campaign performance. This pixel may collect your IP address, browser and device information, and whether you arrived via a Gazette advertisement. This data is used solely for advertising measurement and is subject to the Gazette’s own privacy practices.

We do not sell or share your personal information with the Gazette for any purpose other than measuring the effectiveness of our advertisements. You may limit this tracking by:

- Enabling your browser’s privacy or “do not track” settings
- Using a browser ad-blocking extension

- Opting out of interest-based advertising at [www.aboutads.info/choices](http://www.aboutads.info/choices)

## 2. How We Use Your Information

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We use collected information to:

- Process and fulfill laundry orders, including pickup and delivery scheduling
- Communicate with you about orders, appointments, and your account
- Send promotional offers, coupons, and service updates (where you have opted in)
- Improve our Site, services, and customer experience
- Measure advertising effectiveness through our digital advertising partners
- Comply with Massachusetts and federal legal obligations

We collect and use personal information only to the extent reasonably necessary for these purposes, consistent with 201 CMR 17.00.

## 3. Disclosure of Your Information

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We do not sell your personal information. We may share it only as follows:

- Service providers: Cents (order management), payment processors, and email marketing platforms. These vendors are contractually required to use your data only to provide services to us and to maintain appropriate security.
- Advertising partners: The Daily Hampshire Gazette receives pixel data as described in Section 1C for advertising measurement purposes only.
- Legal obligations: We may disclose information as required by Massachusetts or federal law, court order, or regulatory authority, or to protect the rights and safety of our customers and business.
- Business transfer: In the event of a sale, merger, or acquisition, your information may be transferred to a successor entity bound by this policy.

## 4. Cookies and Tracking Technologies

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We use cookies and similar technologies to operate and improve our Site. You may manage cookies through your browser settings. Disabling certain cookies may limit Site functionality.

- Functional cookies: Required for basic Site operation
- Analytics cookies: Help us understand how visitors use our Site
- Advertising cookies: Placed by our advertising partners (including the Gazette pixel) to measure campaign effectiveness

## 5. Data Security — 201 CMR 17.00 Compliance

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We maintain a Written Information Security Program (WISP) as required by 201 CMR 17.00. Our security measures include:

- Encryption of personal information during electronic transmission and storage where technically feasible
- Access controls limiting employee access to personal data to those who need it for business purposes
- Secure disposal of physical and electronic records containing personal information
- Regular review and updating of our security safeguards

Payment information is processed through PCI-compliant, encrypted systems. We do not store full payment card numbers on our systems.

## 6. Data Breach Notification — M.G.L. c. 93H

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In the event of a security breach involving your personal information, we will comply with Massachusetts General Laws Chapter 93H. Specifically, we will:

- Notify the Massachusetts Attorney General's Office and the Office of Consumer Affairs and Business Regulation as required by law
- Promptly notify affected Massachusetts residents by written notice, email, or telephone
- Provide notice to major consumer reporting agencies if the breach affects 1,000 or more Massachusetts residents

Under Massachusetts law, "personal information" for breach notification purposes means your first name (or initial) and last name combined with your Social Security number, driver's license number, financial account number, or payment card number.

## 7. Your Rights — Massachusetts Residents

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As a Massachusetts resident, you have the following rights:

- Access: Request a copy of the personal information we hold about you
- Correction: Request correction of inaccurate information
- Deletion: Request deletion of your personal information, subject to legal retention requirements
- Opt-out of marketing: Unsubscribe from emails at any time by clicking "unsubscribe" or contacting us directly
- Limit tracking: Adjust browser settings or opt out of interest-based advertising as described above

To exercise any of these rights, contact us at the information in Section 12. We will respond within 30 days. Massachusetts law (M.G.L. c. 214, § 1B) also provides a general right against unreasonable, substantial, or serious interference with your privacy.

## 8. Data Retention

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We retain personal information only as long as necessary to provide our services and comply with legal obligations. Customer account and transaction records are generally retained for a minimum of three (3) years. Secure disposal methods are used when records are no longer needed, consistent with 201 CMR 17.00.

## 9. Children's Privacy

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Our Site and services are not directed to children under 13. We do not knowingly collect personal information from children. If you believe a child has provided us personal information, contact us and we will promptly delete it.

## 10. Third-Party Links

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Our Site may link to third-party sites (such as the Cents platform or our social media pages). We are not responsible for those sites' privacy practices. We encourage you to review their policies before providing personal information.

## 11. Changes to This Policy

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We may update this Privacy Policy from time to time. Updates will be posted here with a revised Effective Date. Continued use of our Site or services after updates are posted constitutes acceptance of the revised policy.

## 12. Contact Us

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For questions, to exercise your rights, or to report a privacy concern:

**Sip 'n Spin Laundry & Café**

15 College Highway, Southampton, MA 01073

Phone: 413-203-2323

Email: [info@sipnspinlaundromat.com](mailto:info@sipnspinlaundromat.com)

Website: [sipnspinlaundromat.com](http://sipnspinlaundromat.com)

# Terms of Use

## Sip 'n Spin Laundry & Café

*Please read these terms carefully before using our website or services.*

Effective Date: April 9, 2026

These Terms of Use (“Terms”) govern your access to and use of the sipnspinlaundromat.com website (the “Site”) and services provided by Sip 'n Spin Laundry & Café (“Sip 'n Spin,” “we,” “us,” or “our”). By using our Site, you agree to these Terms. If you do not agree, please do not use our Site or services.

These Terms are governed by the laws of the Commonwealth of Massachusetts, including the Massachusetts Consumer Protection Act, M.G.L. c. 93A.

## 1. Use of the Site

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You agree to use this Site only for lawful purposes and in a manner that does not infringe the rights of others. You may not:

- Use the Site to transmit spam, malware, or harmful content
- Attempt to gain unauthorized access to any part of the Site or our systems
- Scrape, copy, or reproduce Site content without our written permission
- Use the Site in any way that could damage, disable, or impair its functionality

## 2. Services and Orders

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Our Site enables you to learn about and request laundry services, including in-store self-service laundry, wash-dry-fold (WDF), and pickup and delivery. Orders are subject to current service terms, pricing, and availability.

We reserve the right to refuse service for any lawful reason. Service area limitations apply to pickup and delivery. Current coverage is described on the Site.

## 3. Pricing and Fee Transparency — 940 CMR 38.00

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In compliance with the Massachusetts Attorney General's Unfair and Deceptive Fees Regulation (940 CMR 38.00), effective September 2, 2025, we are committed to full price transparency:

- The total price of any service, including all mandatory fees, will be clearly disclosed before you are required to provide payment or personal billing information.
- Current wash-dry-fold pricing is \$2.50 per pound with a 15-pound minimum order.
- Pickup and delivery is offered through the Cents platform. Any delivery fees applicable to your order will be displayed clearly before checkout.
- Any additional charges (such as special handling fees) will be disclosed and explained before your order is confirmed.
- Applicable Massachusetts taxes will be displayed in the final transaction total.

**Massachusetts law requires:** We must show you the total price, including all mandatory charges, before collecting your personal or billing information. Contact us at [info@sipnspinlaundromat.com](mailto:info@sipnspinlaundromat.com) if you ever see an undisclosed fee.

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## 4. Accounts

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Pickup and delivery scheduling may require an account through the Cents platform. You are responsible for maintaining the confidentiality of your account credentials and for all activity under your account. Please notify us immediately if you suspect unauthorized access.

## 5. Payment

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All prices are in U.S. dollars and subject to change with reasonable notice. Payment is processed through encrypted, PCI-compliant systems. We accept major credit and debit cards for online orders. In-store cash payments are accepted for self-service laundry. You agree to pay all amounts shown at the time of purchase.

## 6. Cancellations and Refunds

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Pickup and delivery orders may be cancelled before the scheduled pickup time through the Cents platform or by contacting us directly. Cancellation after pickup has occurred may be subject to a processing fee, which will be disclosed at the time of service.

We process refund requests on a case-by-case basis in good faith. Please contact us within 48 hours of receiving your order with any concerns. In accordance with M.G.L. c. 93A, we will not impose fees or penalties in a manner that is unfair or deceptive.

## 7. Laundry Care Disclaimer

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While we take great care with every order, certain outcomes are beyond our control. We are not liable for:

- Shrinkage, color bleeding, or fabric damage resulting from pre-existing wear, undisclosed fabric composition, or care label instructions that conflict with standard commercial laundry processes
- Loss or damage to items left in pockets or personal belongings mixed in with laundry
- Items that cannot withstand standard washing temperatures or dryer heat

Please inform us of special care instructions when placing your order. For garments requiring dry cleaning or specialty handling, we recommend a specialist.

## 8. Intellectual Property

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All content on this Site — including text, graphics, logos, mascots (including Big Betty and Big Bertha), and branding — is the property of Sip 'n Spin Laundry & Café or its content providers and is protected by applicable copyright and trademark laws. You may not reproduce, distribute, or create derivative works without our express written consent.

## 9. Disclaimer of Warranties

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Our Site and services are provided “as is” and “as available” without warranties of any kind, express or implied, including warranties of merchantability or fitness for a particular purpose. Nothing in this disclaimer limits rights you may have under M.G.L. c. 93A or other applicable Massachusetts law.

## 10. Limitation of Liability

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To the fullest extent permitted by Massachusetts law, our total liability to you for any claim arising from use of our Site or services shall not exceed the amount you paid us for the specific service giving rise to the claim. We are not liable for indirect, incidental, or consequential damages. Nothing herein limits your rights under M.G.L. c. 93A.

## 11. Massachusetts Consumer Protection — M.G.L. c. 93A

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We are committed to fair and transparent business practices consistent with the Massachusetts Consumer Protection Act, M.G.L. c. 93A. We will not engage in unfair or deceptive acts or practices in connection with our business. If you believe we have violated your rights under Chapter 93A, you may:

- Contact us directly at [info@sipnspinlaundromat.com](mailto:info@sipnspinlaundromat.com) or 413-203-2323 to resolve the matter. We will respond promptly and in good faith.
- File a complaint with the Massachusetts Attorney General's Consumer Protection Division at (617) 727-8400 or [mass.gov/ago](http://mass.gov/ago).
- Send a written 30-day demand letter as provided under M.G.L. c. 93A, § 9, prior to filing a private lawsuit.

**Note:** Under M.G.L. c. 93A, consumers injured by unfair or deceptive practices may recover actual damages, and double or triple damages for willful violations, plus attorney's fees. We take this seriously and aim to resolve concerns fairly and promptly.

## 12. Third-Party Services

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Our Site uses third-party services including the Cents order management platform and an advertising pixel from The Daily Hampshire Gazette. These parties maintain their own terms and privacy policies. We are not responsible for their practices.

## 13. Governing Law and Disputes

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These Terms are governed by the laws of the Commonwealth of Massachusetts. Any dispute arising from these Terms or your use of our Site shall be resolved in the state or federal courts located in Hampshire County, Massachusetts.

Nothing in these Terms limits your rights under M.G.L. c. 93A or prevents you from filing a complaint with the Massachusetts Attorney General's Office.

## 14. Changes to These Terms

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We may modify these Terms at any time. Updated Terms will be posted here with a revised Effective Date. Continued use of our Site after changes are posted constitutes acceptance of the updated Terms.

## 15. Contact Us

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Questions about these Terms or our services:

### Sip 'n Spin Laundry & Café

15 College Highway, Southampton, MA 01073

Phone: 413-203-2323

Email: [info@sipnspinlaundromat.com](mailto:info@sipnspinlaundromat.com)

Website: [sipnspinlaundromat.com](http://sipnspinlaundromat.com)

*Massachusetts Attorney General Consumer Hotline: (617) 727-8400 | [mass.gov/ago](http://mass.gov/ago)*