

PRIVACY POLICY

Workshop Media, LLC

d/b/a Brand Story Essentials & Video Marketing Essentials

Effective Date: March 31, 2026

Last Updated: March 31, 2026

1. Introduction

Workshop Media, LLC (“we,” “us,” “our,” or “the Company”) operates the Brand Story Essentials and Video Marketing Essentials brands, including the website brandstoryessentials.com and all related digital properties, products, courses, downloadable assets, live trainings, coaching services, and communications (collectively, the “Services”).

This Privacy Policy describes how we collect, use, disclose, and protect your personal information when you visit our website, purchase our products, enroll in our courses, participate in our coaching group or live training events, download our tools and assets, subscribe to our email list, or otherwise interact with our Services.

By accessing or using our Services, you acknowledge that you have read, understood, and agree to the practices described in this Privacy Policy. If you do not agree with this Privacy Policy, please do not use our Services.

2. Information We Collect

2.1 Information You Provide Directly

We collect personal information that you voluntarily provide to us when you:

- Purchase products from our digital storefront (e.g., worksheets, templates, checklists, reference cards, courses, and script kits)
- Enroll in courses such as the Brand Storytelling Blueprint, Video Marketing Essentials Course, or Video Confidence Mini-Course
- Join or participate in the Private Coaching Group, including live coaching calls
- Register for or attend live training events, workshops, or webinars
- Subscribe to our email newsletter or marketing communications
- Complete contact forms, surveys, or feedback requests
- Communicate with us via email, social media, or other channels
- Submit testimonials, reviews, or user-generated content

This information may include:

- Full name
- Email address
- Billing and mailing address
- Phone number
- Payment and transaction information (processed by our third-party payment processors)

- Business name, industry, and business-related details you share with us
- Any other information you choose to provide in the course of using our Services

2.2 Information Collected Automatically

When you visit our website or interact with our digital products, we may automatically collect certain information, including:

- IP address and approximate geographic location
- Browser type and version, device type, and operating system
- Pages visited, time spent on pages, click behavior, and navigation paths
- Referring URL and exit pages
- Date and time of access
- Course progress and engagement data within our learning platforms

2.3 Cookies and Tracking Technologies

We use cookies, pixel tags, web beacons, and similar technologies to collect information about how you interact with our website and Services. Cookies are small data files stored on your device that help us improve your experience, remember your preferences, analyze site traffic, and deliver relevant content and advertisements.

You may control the use of cookies through your browser settings. Please note that disabling cookies may limit your ability to use certain features of our website.

2.4 Information from Third Parties

We may receive information about you from third-party sources, including payment processors, analytics providers, advertising platforms, social media platforms, and email service providers. We may combine this information with information we already hold about you.

3. How We Use Your Information

We use the information we collect for the following purposes:

- To process and fulfill your purchases, including delivering digital products, course access, and downloadable assets
- To provide, operate, and maintain our Services, including live trainings and coaching group access
- To create and manage your account on our learning and storefront platforms
- To process payments and prevent fraudulent transactions
- To communicate with you, including sending order confirmations, receipts, product updates, and customer support responses
- To send marketing and promotional communications, including email newsletters, product announcements, and special offers (you may opt out at any time)
- To personalize and improve your experience with our Services
- To analyze website usage and product engagement in order to improve our offerings
- To administer contests, promotions, or surveys
- To enforce our Terms and Conditions, protect our rights, and comply with legal obligations

- To respond to legal requests and prevent harm
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4. How We Share Your Information

We do not sell, rent, or trade your personal information to third parties for their own marketing purposes. We may share your information in the following circumstances:

Service Providers. We share information with trusted third-party vendors who perform services on our behalf, such as payment processing, email delivery, website hosting, analytics, customer support, and course delivery platforms. These providers are contractually obligated to use your information only as necessary to perform their services for us and to maintain appropriate confidentiality and security measures.

Business Transfers. In the event of a merger, acquisition, reorganization, sale of assets, or bankruptcy, your personal information may be transferred as part of that transaction. We will notify you of any such change in ownership or control of your personal information.

Legal Compliance. We may disclose your information if required to do so by law, regulation, legal process, or governmental request, or when we believe in good faith that disclosure is necessary to protect our rights, your safety or the safety of others, investigate fraud, or respond to a government request.

With Your Consent. We may share your personal information for other purposes with your express consent or at your direction.

5. Third-Party Services and Platforms

Our Services may integrate with or rely on third-party platforms and tools for payment processing, course delivery, email marketing, analytics, social media, and advertising. These third parties have their own privacy policies, and we encourage you to review them. Examples of third-party services we may use include (but are not limited to):

- Payment processors (e.g., Stripe, PayPal)
- Email marketing platforms (e.g., Mailchimp, ConvertKit, ActiveCampaign)
- Course and content delivery platforms
- Website analytics services (e.g., Google Analytics)
- Social media platforms (e.g., Instagram, Facebook, YouTube, LinkedIn)
- Advertising and retargeting services (e.g., Meta Pixel, Google Ads)
- Scheduling and webinar tools (e.g., Zoom, Calendly)

We are not responsible for the privacy practices of these third-party services. Any information you provide directly to a third party is subject to that party's privacy policy.

6. Your Rights and Choices

6.1 Email Communications

You may opt out of receiving promotional emails from us at any time by clicking the “unsubscribe” link included in every marketing email or by contacting us directly. Please note that even if you opt out of

marketing communications, we may still send you transactional messages related to your purchases, account, or ongoing Services.

6.2 Cookies

Most web browsers allow you to manage your cookie preferences. You can set your browser to refuse cookies or alert you when cookies are being sent. Please note that some parts of our website may not function properly if you disable cookies.

6.3 Access, Correction, and Deletion

Depending on your location, you may have the right to request access to, correction of, or deletion of your personal information. To exercise these rights, please contact us using the information provided in Section 12 below. We will respond to your request within a reasonable timeframe and in accordance with applicable law.

6.4 California Residents

If you are a California resident, you may have additional rights under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA), including the right to know what personal information we have collected about you, the right to request deletion of your personal information, the right to opt out of the sale or sharing of your personal information, and the right to non-discrimination for exercising your privacy rights. We do not sell your personal information as defined under the CCPA/CPRA. To submit a request, please contact us using the information in Section 12.

6.5 European Economic Area, United Kingdom, and International Users

If you are located in the European Economic Area (EEA), the United Kingdom, or another jurisdiction with applicable data protection laws, you may have additional rights, including the right to access, rectify, port, and erase your data, and to restrict or object to certain processing of your data. Our legal bases for processing your information include your consent, the performance of a contract with you, and our legitimate business interests. To exercise your rights, please contact us using the information in Section 12.

7. Data Retention

We retain your personal information for as long as reasonably necessary to fulfill the purposes for which it was collected, to provide our Services to you, to comply with our legal and contractual obligations, to resolve disputes, and to enforce our agreements. When your personal information is no longer required for these purposes, we will securely delete or anonymize it in accordance with applicable law.

8. Data Security

We implement commercially reasonable administrative, technical, and physical safeguards designed to protect your personal information from unauthorized access, use, alteration, and disclosure. However, no method of transmission over the internet and no method of electronic storage is completely secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

9. Children's Privacy

Our Services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children under 18. If we become aware that we have collected personal information from a child under 18, we will take steps to delete such information promptly. If you believe that a child under 18 has provided us with personal information, please contact us using the information in Section 12.

10. Links to Other Websites

Our website and Services may contain links to third-party websites, services, or resources that are not owned or controlled by us. We are not responsible for the privacy practices or content of these third-party sites. We encourage you to review the privacy policy of every site you visit.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, our Services, or applicable laws. When we make material changes, we will update the "Last Updated" date at the top of this page and, where required by law, provide additional notice (such as a prominent notice on our website or direct communication to you). Your continued use of our Services after any changes to this Privacy Policy constitutes your acceptance of the updated policy.

12. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

Workshop Media, LLC

d/b/a Brand Story Essentials

Email: info@workshopmedia.co

Website: brandstoryessentials.com

13. Consent

By using our website, purchasing our products, enrolling in our courses, participating in our coaching group or live trainings, downloading our tools and assets, or otherwise engaging with our Services, you hereby consent to the collection, use, and sharing of your information as described in this Privacy Policy.
