

Privacy Policy

Side Hustle Strategy Call | Privacy Notice

Website operator irfana izzath cholayil digital marketing / the tlff society

Contact irfana@irfanas.com

Effective date 12 October 2026

1. Who we are

This Privacy Policy describes how irfana izzath cholayil digital marketing ("we", "us", or "our"), based in the United Arab Emirates, handles personal data collected through our side-hustle strategy-call landing page, scheduling pages, and related communications.

Website: <https://daring-track-156070.framer.app/> | Privacy contact: irfana@irfanas.com.

2. Information we collect

When you request or book a free strategy call, we collect information you choose to submit and appointment details generated by our scheduling systems. The information may include:

- Name, email address, WhatsApp/telephone number, and country code.
- Current work situation, side-hustle stage, goals, challenges, intended start date, and self-selected investment comfort range.
- Appointment date, time, time zone, booking status, and communications about the meeting.
- Limited website and advertising interaction data, such as device/browser information, page visits, and conversion events, if analytics or Meta Pixel tracking is active.

3. How and why we use this information

We use booking and application information to respond to your request, assess whether a consultation is appropriate, allocate a suitable team member, prepare for and conduct the call, provide appointment confirmations and reminders, manage rescheduling or cancellations, and respond to follow-up questions.

We may record application outcomes and call notes for internal lead management and service improvement. We do not treat an appointment booking as consent to receive unrelated promotional email or WhatsApp campaigns.

When Meta Pixel is enabled, we may use it to understand visits and completed booking-related actions, measure advertisement effectiveness, and improve advertising. We will obtain consent or provide controls for non-essential tracking where required by applicable law.

4. Appointment messages and WhatsApp

We may use the email address and WhatsApp number you provide for messages directly related to your requested consultation, including booking confirmations, reminders, changes, attendance checks, and responses to your inquiries.

We do not use these contact details for unrelated promotional campaigns on the basis of the booking alone. Any later marketing communications will require an appropriate separate permission or another valid legal basis, as applicable.

5. Service providers and disclosure

We use Framer to host the landing page, Calendly to receive bookings and application answers, and relevant calendar, online meeting, email, or messaging tools to administer appointments. Where activated, we use Meta

Pixel for advertising measurement. These providers may receive the information needed to deliver their services and may process information under their own privacy notices and applicable contracts.

Access to applicant information is limited to authorized personnel and service providers with a legitimate operational need. We may disclose information if required to comply with applicable law or lawful process. We do not sell applicant contact information.

6. Cookies and Meta Pixel

Meta Pixel and related technologies, when active, may collect or receive information about interactions with this website and the booking journey. This may be used for conversion measurement and advertising optimization.

We will not intentionally send Calendly form responses, WhatsApp numbers, financial-readiness answers, or sensitive personal information through Pixel event parameters. Where consent is required, non-essential tracking should remain disabled until the visitor makes the applicable choice. Browser or cookie controls may also affect tracking.

7. Data retention and security

We retain applicant and appointment records only for as long as reasonably necessary for the purposes above, our operational records, disputes, or applicable legal requirements. Retention periods may differ by record type and the services involved. You may contact us to ask about the retention applicable to your information.

We use reasonable access controls and operational safeguards to protect data, but no internet-based service can guarantee absolute security.

8. International service providers

Our website, booking, calendar, communications, and advertising providers may process or store data in jurisdictions outside the UAE. We assess and use appropriate safeguards for international processing or transfers where required by applicable law.

9. Your privacy rights

Depending on applicable law and circumstances, you may request access to information about the personal data we hold, correction of inaccurate data, deletion, restriction or cessation of processing, data portability, and information about processing or transfers. You may withdraw consent where consent is the basis for processing. Contact irfana@irfanas.com with your request.

We may need reasonable identity verification. Certain requests may be limited by lawful recordkeeping requirements or other legal exceptions. You may also raise a concern with an applicable data protection authority.

10. Children

Our strategy call booking service is intended for adults aged 18 or older. We do not knowingly invite minors to submit appointment applications.

11. Updates and contact

We may revise this notice if our systems or processing practices change. The effective date will be updated on this page. For privacy questions or requests, email irfana@irfanas.com.