

The Art of Wifery

Privacy Policy

This privacy notice for The Art of Wifery, LLC (“Art of Wifery,” “we,” “us,” or “our”), describes how and why we might collect, store, use, and/or share (“process”) your information when you use our services (“Services”), such as when you visit our website at theartofwifery.com, or any website of ours that links to this privacy policy.

The purpose of this privacy policy is to help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services or purchase our products.

1. What information do we collect and what do we do with it?

When you enroll as a student or subscriber (“learner”) on our site or related courses, as part of the enrolling process, we collect the personal information you give us, including your name and email address.

2. Do we email you?

We may send you emails about our site and related course(s), registration, course content, your course progress or other updates. We may also use your email to inform you about changes to the course, survey you about your usage, or collect your opinion.

3. How do you get my consent?

When you provide us with personal information to become a learner on our site, make a purchase, visit our website or participate in the course, you consent to our collecting it and using it as needed.

If we ask for personal information for general marketing purposes, we will either ask you directly for your expressed consent or provide you with an opportunity to opt-out.

4. How do I withdraw my consent?

If after opting in, you change your mind, you may withdraw your consent for us to contact you, for the continued collection, use or disclosure of your information, at any time, by contacting us at ask@theartofwifery.com.

5. What personal information do we disclose to third parties?

We do not sell, share or disclose your personal information to anyone, except to the extent we are required by law to do so.

6. Who hosts our courses?

Our courses are hosted by Thinkific Labs Inc. (“Thinkific”). It provides us with the online course creation platform that allows us to sell our product and services to you.

7. How does Thinkific store your data?

Your data is stored through Thinkific’s data storage, databases and the general Thinkific application. They store your data on a secure server behind a firewall.

8. Where can I get more information about Thinkific?

For more insight, you can read Thinkific’s Privacy Statement here: <https://www.thinkific.com/resources/privacy-policy/> or Thinkific’s Terms of Service here: <https://www.thinkific.com/resources/terms-of-service/>.

9. How are credit card payments processed?

10. We use a third-party payment processor such as Stripe or Paypal. Payments are encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Your purchase transaction data is stored only as long as is necessary to complete your purchase transaction. All direct payment gateways adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express, and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our site and related courses and its service providers. If you provide us with your credit card information, the information is encrypted using secure socket layer technology (SSL) and stored with a AES-256 encryption. Although no method of transmission over the Internet or electronic storage is 100% secure, we follow all PCI-DSS requirements and implement additional generally accepted industry standards.

11. What data do third party service providers collect?

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us. However, certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions. For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers. Certain providers may be located in or have facilities that are located in a different jurisdiction than either you or us. If you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located. As an example, if you are located in Canada and your transaction is processed by a payment gateway located in the

United States, then your personal information used in completing that transaction may be subject to disclosure under United States legislation, including the Patriot Act.

When you click on links on our course site, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements. Once you leave our course website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's Terms of Service.

12. How do we keep your information safe?

We have implemented appropriate and reasonable technical and organizational security measures designed to protect the security of any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although we will do our best to protect your personal information, transmission of personal information to and from our Services is at your own risk. You should only access the Services within a secure environment.

13. How long do we retain data?

We store your personal information for as long as needed, or permitted, based on the reason why we obtained it (consistent with applicable law). Incidentally, we may be required to retain your personal information even after you cease using the Art of Wifery's services.

14. What are your rights and choices?

We provide a variety of ways for you to control the personal information we hold about you, including choices about how we use that information. In some jurisdictions, these controls and choices are enforceable as rights under applicable law. The choices described below are limited to the specific email address, phone, device used.

Access, Correct, Change/Update, Delete or Restrict Processing of Your Personal Information

In some jurisdiction, you may exercise the following choices:

- Access, modify, or delete the personal information we have about you;
- Be informed of or receive an electronic copy of the personal information we have about you, for data portability; and/or
- Restrict, or object to, how we process personal information about you.

If you'd like to exercise any of the above choices, please contact us at the email address found at the end of this privacy policy. In your request, please be specific. State the information you want changed, whether you'd like your information suppressed from our database or whether there are limitations you'd like us to put on how we use your personal information. Please use the email address linked to that personal information—we only complete requests on the information linked to your email address.

In some jurisdictions, you can designate an authorized agent to make a request on your behalf. In order to do that, please provide the agent with written permission, signed by you, authorizing the agent to submit the request on your behalf. The agent must submit that written permission along with the request.

We'll respond to your request in a manner consistent with applicable law, including any exceptions that may result in a request being denied in whole or in part.

In some cases, your request does not ensure complete removal of the content or information.

Browser and Platform Controls

Cookies: We collect cookies or similar tracking technologies. This means information that our website's server transfers to your computer. This information can be used to track your session on our website. Cookies may also be used to customize our website content for you as an individual. If you are using one of the common Internet web browsers, you can set up your browser to either let you know when you receive a cookie or to deny cookie access to your computer.

We use cookies to recognize your device and provide you with a personalized experience.

We also use cookies to attribute visits to our websites to third-party sources and to serve targeted ads from Google, Discord, Instagram and other third-party vendors.

Our third-party advertisers use cookies to track your prior visits to our websites and elsewhere on the Internet in order to serve you targeted ads. For more information about targeted or behavioral advertising, please visit <https://www.networkadvertising.org/understanding-online-advertising>.

Opting out: You can opt out of targeted ads served via specific third-party vendors by visiting the Digital Advertising Alliance's Opt-Out page.

We may also use automated tracking methods on our websites, in communications with you, and in our products and services, to measure performance and engagement.

Do Not Track: Please note that because there is no consistent industry understanding of how to respond to "Do Not Track" signals, we do not alter our data collection and usage practices when we detect such a signal from your browser.

Web Analysis Tools: We may use web analysis tools that are built into the The Art of Wifery LLC website to measure and collect anonymous session information.

Opt Out of Targeted Advertising and “Sales or Sharing” of Personal Information

Residents of certain jurisdictions, including Colorado, Connecticut, Oregon, Texas, Utah, and Virginia, have the right to opt out of targeted advertising and “sales or sharing” (as defined under applicable law) of their personal information. If you are in one of those jurisdictions, in order to exercise your right to opt out of targeted advertising or “sales” of your personal information, please email us at the email address below.

Delete My Account

You have the ability to request that we delete your account from our databases. All deletion requests must be emailed to ask@theartofwifery.com. If your request is approved, we will delete you from our registered user database.

Other Rights and Choices

You will not receive discriminatory treatment by us for the exercise of your privacy rights.

In some jurisdictions, you may appeal to us if we refuse to take action on your exercise of certain requests above. In order to appeal such a refusal, please contact us at ask@theartofwifery.com and provide the relevant information in the email.

California Residents

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

If you are under 18 years of age, reside in California, and have a registered account with Services, you have the right to request removal of unwanted data that you publicly post on the Services. To request removal of such data, please contact us using the contact information provided below and include the email address associated with your account and a statement that you reside in California. We will make sure the data is not publicly displayed on the Services, but please be aware that the data may not be completely or comprehensively removed from all our systems (e.g., backups, etc.).

CCPA Privacy Notice

This section applies only to California residents. Under the California Consumer Privacy Act (CCPA), you have the rights listed below.

The California Code of Regulations defines a "resident" as:

(1) every individual who is in the State of California for other than a temporary or transitory purpose and

(2) every individual who is domiciled in the State of California who is outside the State of California for a temporary or transitory purpose

All other individuals are defined as "non-residents."

If this definition of "resident" applies to you, we must adhere to certain rights and obligations regarding your personal information.

Your rights with respect to your personal data

Right to request deletion of the data — Request to delete

You can ask for the deletion of your personal information. If you ask us to delete your personal information, we will respect your request and delete your personal information, subject to certain exceptions provided by law, such as (but not limited to) the exercise by another consumer of his or her right to free speech, our compliance requirements resulting from a legal obligation, or any processing that may be required to protect against illegal activities.

Right to be informed — Request to know

Depending on the circumstances, you have a right to know:

- whether we collect and use your personal information;
- the categories of personal information that we collect;
- the purposes for which the collected personal information is used;
- whether we sell or share your personal information to third parties;
- the categories of personal information that we sold, shared, or disclosed for a business purpose;
- the categories of third parties to whom the personal information was sold, shared, or disclosed for a business purpose;
- the business or commercial purpose for collecting, sharing, or selling personal information; and
- the specific pieces of personal information we collected about you.

In accordance with applicable law, we are not obligated to provide or delete consumer information that is de-identified in response to a consumer request or to re-identify individual data to verify a consumer request.

Right to Non-Discrimination for the Exercise of a Consumer's Privacy Rights

We will not discriminate against you if you exercise your privacy rights.

Verification process

Upon receiving your request, we will need to verify your identity to determine you are the same person about whom we have the information in our system. These verification efforts require us to ask you to provide information so that we can match it with information you have previously provided us. For instance, depending on the type of request you submit, we

may ask you to provide certain information so that we can match the information you provide with the information we already have on file, or we may contact you through a communication method (e.g., phone or email) that you have previously provided to us. We may also use other verification methods as the circumstances dictate.

We will only use personal information provided in your request to verify your identity or authority to make the request. To the extent possible, we will avoid requesting additional information from you for the purposes of verification. However, if we cannot verify your identity from the information already maintained by us, we may request that you provide additional information for the purposes of verifying your identity and for security or fraud-prevention purposes. We will delete such additionally provided information as soon as we finish verifying you.

Other privacy rights

- You may object to the processing of your personal information.
- You may request correction of your personal data if it is incorrect or no longer relevant, or ask to restrict the processing of the information.
- You can designate an authorized agent to make a request under the CCPA on your behalf. We may deny a request from an authorized agent that does not submit proof that they have been validly authorized to act on your behalf in accordance with the CCPA.

To exercise these rights, you can contact us by email at ask@theartofwifery.com.

Financial Incentives

"Financial incentive" means a program, benefit, or other offering, including payments to consumers as compensation, for the disclosure, deletion, sharing, or sale of personal information.

The law permits financial incentives or a price or service difference if it is reasonably related to the value of the consumer's data. A business must be able to explain how the financial incentive or price or service difference is reasonably related to the value of the consumer's data. The explanation must include:

- a good-faith estimate of the value of the consumer's data that forms the basis for offering the financial incentive or price or service difference; and
- a description of the method the business used to calculate the value of the consumer's data.

We may decide to offer a financial incentive (e.g., price or service difference) in exchange for the retention, or sale or sharing of a consumer's personal information.

If we decide to offer a financial incentive, we will notify you of such financial incentive and explain the price difference, as well as material terms of the financial incentive or price or service difference, including the categories of personal information that are implicated by the financial incentive or price or service difference.

If you choose to participate in the financial incentive you can withdraw from the financial incentive at any time by emailing us at ask@theartofwifery.com.

Colorado Residents

This section applies only to Colorado residents. Under the Colorado Privacy Act (CPA), you have the rights listed below. However, these rights are not absolute, and in certain cases, we may decline your request as permitted by law.

- Right to be informed whether or not we are processing your personal data
- Right to access your personal data
- Right to correct inaccuracies in your personal data
- Right to request deletion of your personal data
- Right to obtain a copy of the personal data you previously shared with us
- Right to opt out of the processing of your personal data if it is used for targeted advertising, the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects (“profiling”)

To submit a request to exercise these rights described above, please email ask@theartofwifery.com

If we decline to take action regarding your request and you wish to appeal our decision, please email us at ask@theartofwifery.com. Within forty-five (45) days of receipt of an appeal, we will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions.

Connecticut Residents

This section applies only to Connecticut residents. Under the Connecticut Data Privacy Act (CTDPA), you have the rights listed below. However, these rights are not absolute, and in certain cases, we may decline your request as permitted by law.

- Right to be informed whether or not we are processing your personal data
- Right to access your personal data
- Right to correct inaccuracies in your personal data
- Right to request deletion of your personal data
- Right to obtain a copy of the personal data you previously shared with us
- Right to opt out of the processing of your personal data if it is used for targeted advertising, the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects (“profiling”)

To submit a request to exercise these rights described above, please email ask@theartofwifery.com.

If we decline to take action regarding your request and you wish to appeal our decision, please email us at ask@theartofwifery.com. Within sixty (60) days of receipt of an appeal, we will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions.

Utah Residents

This section applies only to Utah residents. Under the Utah Consumer Privacy Act (UCPA), you have the rights listed below. However, these rights are not absolute, and in certain cases, we may decline your request as permitted by law.

- Right to be informed whether or not we are processing your personal data
- Right to access your personal data
- Right to request deletion of your personal data
- Right to obtain a copy of the personal data you previously shared with us
- Right to opt out of the processing of your personal data if it is used for targeted advertising or the sale of personal data

To submit a request to exercise these rights described above, please email ask@theartofwifery.com.

Virginia Residents

Under the Virginia Consumer Data Protection Act (VCDPA):

"Consumer" means a natural person who is a resident of the Commonwealth acting only in an individual or household context. It does not include a natural person acting in a commercial or employment context.

"Personal data" means any information that is linked or reasonably linkable to an identified or identifiable natural person. "Personal data" does not include de-identified data or publicly available information.

"Sale of personal data" means the exchange of personal data for monetary consideration.

If this definition of "consumer" applies to you, we must adhere to certain rights and obligations regarding your personal data.

Your rights with respect to your personal data

- Right to be informed whether or not we are processing your personal data
- Right to access your personal data
- Right to correct inaccuracies in your personal data
- Right to request deletion of your personal data
- Right to obtain a copy of the personal data you previously shared with us
- Right to opt out of the processing of your personal data if it is used for targeted advertising, the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects ("profiling")

Exercise your rights provided under the Virginia VCDPA

You may contact us by email at ask@theartofwifery.com.

If you are using an authorized agent to exercise your rights, we may deny a request if the authorized agent does not submit proof that they have been validly authorized to act on your behalf.

Verification process

We may request that you provide additional information reasonably necessary to verify you and your consumer's request. If you submit the request through an authorized agent, we may need to collect additional information to verify your identity before processing your request.

Upon receiving your request, we will respond without undue delay, but in all cases, within forty-five (45) days of receipt. The response period may be extended once by forty-five (45) additional days when reasonably necessary. We will inform you of any such extension within the initial 45-day response period, together with the reason for the extension.

Right to appeal

If we decline to take action regarding your request, we will inform you of our decision and reasoning behind it. If you wish to appeal our decision, please email us at ask@theartofwifery.com. Within sixty (60) days of receipt of an appeal, we will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions. If your appeal is denied, you may contact the [Attorney General to submit a complaint](#).

15. Is there a minimum age to use our services?

Yes. By using this site, you represent that you are at least eighteen years old or the age of majority in your state or province of residence.

16. Are there guidelines for children?

Art of Wifery's services are intended for a general audience and are not directed at individuals under the age of majority.

Art of Wifery does not knowingly gather personal information (as defined by the U.S. Children's Privacy Protection Act, or COPPA) in a manner not permitted by COPPA. If you are a parent or guardian and you believe we have collected information from your child in a manner not permitted by law, contact us at ask@theartofwifery.com. We will remove the data to remove to the extent required by applicable laws.

17. Does this privacy policy change?

Yes. We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it. If you object to any change, you can stop using the Art of Wifery's services. After the updated privacy policy is posted, future use of Art of Wifery's services is subject to the updated policy.

18. What would happen if we were acquired by or merged with another company?

If our site or course is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products to you.

19. How can you review, update, or delete the data we collect from you?

Based on the applicable laws of your state, province, or country, you may have the right to request access to personal information we collect from you, change that information, or delete it in some circumstances. To request to review, update, or delete your personal information, please contact us at the email below.

20. How can you contact us?

You can always contact our customer service team via email at ask@theartofwifery.com.

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