CONTENT LAB

Privacy Policy

BML Media Group, LLC | Brandon Lucero Brand
Effective Date: April 1, 2025 | Last Updated: June 2026
Your privacy matters to us. This Privacy Policy explains what information we collect when you use Content Lab, how we use it, who we share it with, and the choices you have. Please read this carefully before using the platform.

1. INTRODUCTION & WHO WE ARE

BML Media Group, LLC, operating under the Brandon Lucero Brand ("Company," "we," "our," or "us"), operates Content Lab, a subscription-based AI-powered content creation platform (the "Platform" or "Services"). This Privacy Policy describes how we collect, use, disclose, and safeguard your personal information when you visit our website, create an account, or use any feature of Content Lab.
This Privacy Policy applies to all users of Content Lab, including beta participants, paid subscribers, and anyone who interacts with our platform or communications.
By accessing or using Content Lab, you consent to the data practices described in this Privacy Policy. If you do not agree, please discontinue use of the Platform. This Privacy Policy is incorporated by reference into our Terms and Conditions.
For questions about this Privacy Policy, contact us at student@brandonlucero.com.

2. INFORMATION WE COLLECT

We collect information in three ways: information you provide directly, information collected automatically, and information from third parties.

2.1 Information You Provide Directly

When you create an account, subscribe, or use Content Lab, you may provide: full name and email address; billing information (credit card details, billing address) processed securely through third-party payment processors; username, password, and account preferences; content, text, prompts, and inputs you submit to the AI bots and tools; feedback, survey responses, and support communications; and communications you send to us via email or within the platform.

2.2 Information Collected Automatically

When you access Content Lab, we and our service providers may automatically collect: device information (browser type, operating system, device identifiers); IP address and approximate geographic location; log data (pages visited, features used, time and date of access, session duration); usage patterns, click behavior, and interaction data within the Platform; cookies, pixel tags, and similar tracking technologies (see Section 7); and performance and error data to help

us identify and fix technical issues.

2.3 Information from Third Parties

We may receive information about you from: payment processors (e.g., Stripe) for transaction confirmation and fraud signals, but not full card numbers; analytics providers for aggregated usage and behavior data; email service providers for delivery and engagement data for our communications; and social media platforms, if you connect a social account or interact with our content.

2.4 AI Input Data

A note specific to Content Lab: when you interact with our AI bots and tools, the text, prompts, and content you input ("Input Data") are processed to generate your outputs. Please do not enter sensitive personal information such as financial account numbers, government ID numbers, health information, or passwords into the Platform's AI tools.

3. HOW WE USE YOUR INFORMATION

3.1 Providing and Improving the Platform

We use your information to create and manage your account and subscription; process payments and manage billing; operate, maintain, and improve the AI tools, bots, and dashboard; personalize your experience within Content Lab; develop new features and content based on usage patterns; and monitor platform performance and fix technical issues.

3.2 Communications

We use your information to send transactional emails (receipts, account confirmations, password resets); notify you of important changes to the Platform, Terms, or this Privacy Policy; send product updates, educational content, and marketing communications (you may opt out at any time); and respond to your support requests, feedback, and inquiries.

3.3 Safety, Security, and Legal Compliance

We use your information to detect, investigate, and prevent fraud, abuse, or security incidents; enforce our Terms and Conditions and Acceptable Use Policy; comply with applicable laws, regulations, and legal processes; and protect the rights, property, and safety of BML Media Group, LLC, our users, and the public.

3.4 AI Model Use

We do not use your Input Data to train or fine-tune AI models, and we do not share your specific inputs with third parties for model training purposes. Under the API terms of our AI providers (including Anthropic and OpenAI), content processed through their APIs is not used to train their models. Your Brain and chat history are used solely to improve your own results within your account session. Your content never informs another member's output and does not affect the

underlying language models.
We may use aggregated, de-identified, or anonymized platform interaction data to monitor and improve platform performance.

4. HOW WE SHARE YOUR INFORMATION

We do not sell your personal information. We share your information only in the following circumstances:

4.1 Service Providers

We work with trusted third-party vendors who help us operate Content Lab. These providers are contractually obligated to use your data only to perform services on our behalf and in accordance with this Privacy Policy. They include: payment processors (e.g., Stripe) for billing and fraud prevention; email delivery platforms (e.g., ActiveCampaign, Mailchimp, or similar) for transactional and marketing emails; cloud hosting and infrastructure providers for data storage and platform operations; analytics platforms for usage and performance monitoring; and customer support tools for managing support communications (e.g., CC360 or Go High Level).

4.2 Business Transfers

If BML Media Group, LLC undergoes a merger, acquisition, asset sale, or other corporate transaction, your information may be transferred as part of that transaction. We will notify you via email and/or a prominent notice on the Platform prior to any such transfer, and you will be informed of any changes to this Privacy Policy.

4.3 Legal Requirements

We may disclose your information if required to do so by law or in good-faith belief that such action is necessary to: (a) comply with a legal obligation or government request; (b) protect and defend the rights or property of BML Media Group, LLC; (c) prevent or investigate possible wrongdoing in connection with the Platform; or (d) protect the personal safety of users or the public.

4.4 With Your Consent

We may share your information with third parties when you have given us your explicit consent to do so.

5. DATA RETENTION

We retain your personal information for as long as your account is active or as needed to provide you with the Services. Specifically:

- Account information is retained for the duration of your subscription and for up to 3 years after account closure, unless a longer retention period is required by law
- Payment records are retained for a minimum of 7 years in accordance with tax and accounting requirements

- AI Input Data and bot conversation logs are retained for up to 12 months to support platform functionality and troubleshooting, after which they are deleted or anonymized
- Communications and support records are retained for up to 3 years
- Analytics and usage data may be retained in aggregate, anonymized form indefinitely

You may request deletion of your account and personal data at any time by emailing student@brandonlucero.com. Upon a verified deletion request, your personal data will be deleted or irreversibly anonymized within 12 months, subject to legally required retention periods for payment records and compliance purposes. See Section 8 for your full data rights.

6. DATA SECURITY

We take the security of your personal information seriously and implement industry-standard technical and organizational measures to protect it, including: encryption of data in transit using TLS (Transport Layer Security); encryption of sensitive data at rest; access controls limiting employee and contractor access to personal data on a need-to-know basis; regular security assessments and monitoring of our systems; and secure third-party payment processing (we do not store full credit card numbers on our servers).

However, no method of transmission over the internet or electronic storage is 100% secure. While we strive to protect your personal information, we cannot guarantee its absolute security. In the event of a data breach that affects your personal information, we will notify you in accordance with applicable law.

You are responsible for maintaining the confidentiality of your account password and for any activity that occurs under your account.

7. COOKIES & TRACKING TECHNOLOGIES

7.1 What We Use

Content Lab and our associated websites use cookies, web beacons, pixel tags, and similar tracking technologies to enhance your experience and gather usage information. These include: essential cookies (required for the platform to function); functional cookies (remember your preferences and settings); analytics cookies (help us understand how the platform is used); and marketing cookies (used to deliver relevant communications and measure campaign effectiveness).

7.2 Your Cookie Choices

You can control cookie settings through your browser preferences. Most browsers allow you to refuse cookies or alert you when cookies are being sent. Please note that disabling certain cookies may affect the functionality of Content Lab.

We honor Do Not Track (DNT) signals where technically feasible. For analytics cookies, you may opt out via the Google Analytics Opt-Out Browser Add-on or similar tools.

8. YOUR PRIVACY RIGHTS

Depending on your location, you may have certain rights regarding your personal information.

We are committed to honoring these rights regardless of where you are located.

8.1 Rights Available to All Users

Access: You may request a copy of the personal information we hold about you. Correction: You may request that we correct inaccurate or incomplete information. Deletion: You may request deletion of your personal data, subject to certain legal retention requirements. Objection: You may object to certain uses of your data, including direct marketing. Portability: You may request your data in a commonly used, machine-readable format.

8.2 California Residents (CCPA/CPRA)

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA), including: the right to know what personal information is collected, used, shared, or sold; the right to delete personal information we have collected (subject to exceptions); the right to opt out of the sale or sharing of personal information (we do not sell personal information); the right to non-discrimination for exercising your privacy rights; and the right to limit the use of sensitive personal information.
To exercise your California rights, contact us at student@brandonlucero.com. We will respond within 45 days as required by law.

8.3 EEA, UK, and International Users (GDPR)

If you are located in the European Economic Area, United Kingdom, or other regions with data protection laws, you have the right to access, rectify, or erase your personal data; restrict or object to processing; request data portability; and lodge a complaint with your local data protection authority.
Our legal bases for processing personal data include: performance of a contract (providing the Services you subscribed to), legitimate interests (improving the Platform, preventing fraud), compliance with legal obligations, and consent (for marketing communications).
If you are located outside the United States, your personal data may be transferred to and processed in the United States. We take appropriate safeguards to ensure your data is protected in accordance with applicable law.

8.4 How to Exercise Your Rights

To exercise any of your privacy rights, please email student@brandonlucero.com with the subject line "Privacy Rights Request" and include your full name, account email address, and a description of your request. We will respond within the timeframe required by applicable law and may need to verify your identity before processing your request.

9. CHILDREN'S PRIVACY

Content Lab is not directed to individuals under the age of 18, and we do not knowingly collect personal information from children. If you are under 18, please do not use Content Lab or submit any personal information to us.
If we become aware that we have inadvertently collected personal information from a child

under 18, we will take steps to delete that information as quickly as possible. If you believe we may have collected information from a child, please contact us immediately at student@brandonlucero.com.

10. THIRD-PARTY LINKS & INTEGRATIONS

Content Lab may contain links to third-party websites, tools, or services. This Privacy Policy does not apply to those third-party sites, and we are not responsible for their privacy practices. We encourage you to review the privacy policies of any third-party services you access through or in connection with Content Lab.

If Content Lab offers integrations with third-party platforms (such as social media platforms, CRMs, or scheduling tools), the use of those integrations is subject to the privacy policies of those third-party providers.

11. EMAIL COMMUNICATIONS & MARKETING

By creating a Content Lab account, you agree to receive transactional emails related to your account and subscription (such as receipts, password resets, and service notices). These emails are necessary to provide the Services and cannot be opted out of while your account is active.

From time to time, we may also send you product updates, educational content, promotional offers, and other marketing communications. You may opt out of marketing emails at any time by clicking the "unsubscribe" link in any marketing email or by emailing student@brandonlucero.com with "Unsubscribe" in the subject line.

Please note that opting out of marketing emails does not affect your receipt of transactional or account-related emails.

12. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. When we make material changes, we will post the updated Privacy Policy on the Platform with a new "Last Updated" date and send an email notification to the address associated with your account at least 14 days before the changes take effect.

Your continued use of Content Lab after the effective date of any changes constitutes your acceptance of the updated Privacy Policy. If you do not agree with the changes, please discontinue use and contact us at student@brandonlucero.com to close your account.

13. CONTACT US

BML Media Group, LLC
Operating as: Brandon Lucero Brand
Platform: Content Lab
Email: student@brandonlucero.com
We take all privacy inquiries seriously and will respond within 5 business days.

QUICK REFERENCE SUMMARY

What we collect: Account info, payment data, usage data, AI input data, communications.
Why we collect it: To operate Content Lab, process payments, improve the platform, and communicate with you.
Who we share it with: Trusted service providers only. We do not sell your data.
How long we keep it: Account data up to 3 years post-closure; AI inputs up to 12 months; payment records 7 years. Personal data deletion requests fulfilled within 12 months.
Your rights: Access, correct, delete, and port your data. California and EU/UK users have additional rights.
How to reach us: student@brandonlucero.com

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