

PARENTOK - PRIVACY, COOKIE & TRACKING POLICY

Effective Date: July 04, 2026

Parentok LLC, doing business as Parentok™ (“Parentok,” “we,” “our,” “us”), is committed to protecting your personal information and being transparent about how we collect, use, share, and store your data.

This Privacy, Cookie & Tracking Policy is referred to as our “Privacy Policy” throughout Parentok policies.

This Privacy Policy explains what information we collect, why we collect it, how we use it, when we may share it, how long we keep it, and the choices and rights you may have over your data.

By using our website, purchasing products, submitting information, joining our communities, attending live educational sessions, or interacting with Parentok materials, you agree to the practices described in this Privacy Policy.

Use of Parentok materials is also subject to our Terms & Conditions, Disclaimer, and Mobile Terms where applicable.

1. Information We Collect

We collect information in the following ways:

a) Information You Provide Directly

This may include your name, email address, phone number, billing details, account information, login information, form submissions, survey responses, support messages, community comments, live session questions, or other information you choose to provide.

b) Purchase and Payment Information

Payments are securely processed by third-party payment providers such as Stripe, PayPal, or other payment processors.

Parentok does not store complete credit card numbers.

We may receive limited payment-related information such as your name, email address, billing address, transaction status, purchase history, product access information, refund status, and payment confirmation details.

c) Account and Product Access Information

If you create an account or purchase a digital product, we may collect and store information needed to provide access to your materials.

This may include product enrollment, login activity, course progress, download access, membership access, support history, and communication preferences.

d) Automatically Collected Data

When you visit our website or interact with Parentok pages, we may automatically collect certain technical and usage information.

This may include your IP address, browser type, device type, operating system, device identifiers, pages viewed, links clicked, time spent on pages, referring URLs, general location, and interaction activity.

e) Cookies and Tracking Data

We use cookies, pixels, tags, and similar technologies for functionality, analytics, performance, personalization, advertising, retargeting, and measurement.

More information is provided in Section 7.

f) Email, SMS, and Communication Data

If you subscribe, purchase, opt in, request support, or provide contact information, we may collect communication-related data.

This may include email address, phone number, message history, consent records, unsubscribe activity, SMS opt-in or opt-out status, and delivery or engagement data.

Parentok does not currently use SMS or text-message marketing. If SMS is offered in the future, it will only be used where permitted and with any required consent, as described in our Mobile Terms.

g) Community and Live Session Information

If you participate in Parentok communities, comments, live educational sessions, live Q&A sessions, or group discussions, we may collect information you voluntarily share.

This may include comments, questions, chat messages, posts, attendance information, or interaction history.

Please avoid sharing sensitive personal information in public or group areas.

h) Child-Related Information Provided by Parents or Guardians

Parentok is intended for adults, especially expecting and new parents.

If you submit information about a child, you confirm that you are the child's parent or legal guardian and that you have legal authority to provide that information.

Parentok does not knowingly collect personal information directly from children under age 13.

i) Connected Third-Party Accounts

If you register, log in, or interact through Google, Facebook, Meta, or another integrated platform, we may receive basic profile information depending on your account settings and the permissions you grant.

2. How We Use Your Information

We use personal information to:

- Process purchases and provide access to products

- Create, manage, and secure user accounts
- Deliver digital products, downloads, communities, and live educational sessions
- Send transactional emails, login details, confirmations, reminders, and support communication
- Respond to questions, support requests, refund requests, or privacy requests
- Send marketing emails or promotional messages where permitted or with consent
- Send SMS or mobile communications only if offered in the future and where permitted and consented to
- Improve website performance, product experience, and user experience
- Personalize content, offers, recommendations, and communications
- Conduct analytics, advertising, retargeting, and audience measurement
- Maintain security, prevent fraud, detect abuse, and protect our services
- Comply with legal, tax, accounting, recordkeeping, and regulatory obligations
- Enforce our Terms & Conditions, Disclaimer, Mobile Terms, and other policies

We do not sell personal information for monetary gain.

3. Sensitive Personal Information

Parentok does not intentionally collect or use sensitive personal information, such as precise geolocation, government identification numbers, health records, racial or ethnic origin, religious beliefs, or biometric information, for purposes beyond what is necessary to provide our services or comply with law.

Parentok materials may discuss parenting, pregnancy, birth, newborn care, family routines, health, safety, and emergency-readiness topics in a general educational way.

However, Parentok is not a healthcare provider and does not request medical records or provide medical services.

Please do not submit sensitive personal information unless it is necessary for your support request or interaction with Parentok.

If sensitive information is ever collected or used in a way that gives you specific rights under applicable privacy laws, we will provide any required notice and choices.

4. Consent

By using our website, submitting information, purchasing products, joining communities, or opting in to communications, you consent to the collection, use, and sharing of your information as described in this Privacy Policy.

You may withdraw consent where applicable by unsubscribing, adjusting browser settings, opting out of tracking where available, or contacting us at support@parentok.com.

Some information may still be required to provide purchased products, maintain records, prevent fraud, comply with law, or complete legitimate business functions.

5. When We May Share Data

We share personal information only when necessary to operate our business, provide our services, comply with law, or support legitimate business functions.

We may share data with:

- Hosting providers and website platforms
- Payment processors
- Course, membership, and digital delivery platforms
- CRM, email, automation, and future SMS tools if SMS is ever offered
- Analytics and advertising platforms
- Customer support tools
- Security, fraud prevention, and compliance providers
- Professional advisors such as legal, accounting, or tax providers
- Legal authorities when required by law
- A successor company if Parentok is acquired, merged, reorganized, or transferred
- Third-party services you choose to connect or use
- Other parties with your consent

Parentok does not sell or rent personal data to third-party advertising companies for monetary gain.

However, we may share certain personal information, such as device identifiers, browsing behavior, cookie data, and IP addresses, with third-party advertising or analytics partners, including Meta Pixel, Google Analytics, or similar tools, for analytics, ad measurement, retargeting, cross-context behavioral advertising, or targeted advertising.

This may be considered “sharing” or “selling” under certain privacy laws, including California privacy laws. California residents may have the right to opt out of this type of sharing.

To exercise this right, email support@parentok.com with the subject line: Do Not Sell or Share My Personal Information

Where required by law, we also process and honor Global Privacy Control signals as valid opt-out requests for the sale or sharing of personal information.

6. Data Storage, Security & Retention

We use reasonable technical, administrative, and organizational measures to protect your information.

While no website, platform, email system, payment system, or online service can be guaranteed perfectly secure, we work to safeguard your data and reduce unauthorized access, misuse, or disclosure.

We retain information only as long as reasonably necessary for the purposes described in this Privacy Policy, including business, legal, tax, accounting, fraud prevention, dispute resolution, and compliance purposes.

General retention periods may include:

- Purchase and account data: up to 7 years for tax, accounting, legal, and recordkeeping purposes
- Support messages: as long as needed to respond, maintain records, or resolve issues
- Marketing data: until you unsubscribe, withdraw consent, or request deletion, unless retention is legally required
- SMS/mobile consent records: only if SMS is ever offered, and as long as needed to document consent, opt-out status, or compliance
- Analytics and cookie data: varies by cookie lifespan, browser settings, and third-party platform settings
- Community or live session data: as long as needed for community operation, moderation, support, legal, or business purposes
- Other personal data: retained only as needed for legitimate business functions or legal requirements

If a security incident affecting your information occurs, we will notify you where legally required.

7. Cookie & Tracking Policy

We use cookies and similar technologies to operate and improve our website and services.

Cookies and tracking technologies may be used for:

1. Essential functionality: Login, checkout, navigation, security, account access, and product delivery.
2. Analytics and performance: Understanding traffic, page views, content interaction, device usage, and website performance.
3. Marketing and retargeting: Measuring ad performance, improving ad relevance, retargeting visitors, and building advertising audiences where permitted.
4. Preferences and personalization: Remembering settings, saved login preferences, content interactions, and user experience choices.

You can disable cookies in your browser settings. Some site features may not work properly if cookies are disabled.

You may also manage advertising preferences through browser privacy controls, platform settings, or available opt-out tools.

8. Third-Party Tools, Pixels & Platforms

We may use third-party tools and platforms, including:

- Google Analytics
- Meta/Facebook Pixel
- Advertising and retargeting networks
- Email marketing and automation tools
- SMS or mobile messaging tools if SMS is ever offered
- Payment processors
- Website, funnel, CRM, hosting, and course delivery platforms
- Customer support tools

These third parties may collect information through cookies, pixels, device identifiers, browser activity, or platform integrations.

Their use of your information is governed by their own privacy policies and terms.

We do not control the privacy practices of third-party tools, websites, platforms, or services.

9. Email, SMS & Marketing Communications

If you provide your email address or phone number, we may use it to send transactional, support, product-access, reminder, educational, or promotional communications where permitted.

Marketing emails may be unsubscribed from at any time using the unsubscribe link in our emails.

Parentok does not currently use SMS or text-message marketing. If SMS is offered in the future and you opt in, SMS or mobile communications may be stopped by following the opt-out instructions provided in the message or by contacting support@parentok.com.

Message and data rates may apply depending on your mobile carrier and plan.

Mobile communication is also subject to our Mobile Terms where applicable.

10. Your Rights & Choices

Depending on your location, you may have privacy rights under applicable laws, including rights to:

- Access your personal information

- Correct or update your personal information
- Delete personal information
- Request a portable copy of your information
- Opt out of marketing communications
- Opt out of certain sharing or targeted advertising
- Limit certain uses of sensitive personal information where applicable
- Withdraw consent where legally available
- Request information about how your data is collected, used, shared, or retained

To exercise these rights, email support@parentok.com with the subject line: Privacy Request

We may need to verify your identity before processing your request.

We will respond as required by applicable law.

11. California Privacy Rights

If you are a California resident, you may have additional rights under California privacy laws.

These may include the right to know what personal information we collect, use, disclose, sell, or share; the right to request deletion; the right to correct inaccurate information; the right to opt out of sale or sharing; the right to limit certain uses of sensitive personal information where applicable; and the right not to be discriminated against for exercising your privacy rights.

Parentok does not sell personal information for monetary gain.

However, because we may use analytics, advertising pixels, retargeting tools, or similar technologies, certain data sharing may be considered “sharing” or “selling” under California law.

To opt out, email support@parentok.com with the subject line: Do Not Sell or Share My Personal Information

Where required by law, we honor Global Privacy Control signals as valid opt-out requests for the sale or sharing of personal information.

12. Children’s Privacy

Parentok is intended for adults and is not directed to children under age 13.

We do not knowingly collect personal information directly from children under age 13.

If you believe a child under 13 has submitted personal information directly to Parentok, contact us at support@parentok.com and we will review and remove the information where appropriate.

If a parent or legal guardian submits information about a child, they confirm that they have legal authority to provide that information.

Parentok is intended for adults. You must be 18 or older to purchase Parentok products, create an account, or access paid Parentok materials. Users under 18 may only use the website with parent or guardian guidance and may not purchase products or create accounts.

13. International Users

Parentok LLC is based in the United States and is intended primarily for users in the United States.

If you access Parentok from outside the United States, you understand that your information may be transferred to, stored in, or processed in the United States or other countries where our service providers operate.

Privacy rights may vary depending on your location.

We take reasonable steps to protect personal information in accordance with this Privacy Policy and applicable law.

14. Third-Party Links

Our website, emails, products, communities, or materials may link to third-party websites, platforms, videos, tools, products, services, or resources.

We are not responsible for the privacy practices, content, security, or policies of third-party sites or services.

You should review the privacy policies of any third-party websites or services you choose to use.

15. Policy Updates

We may update this Privacy Policy periodically.

A new effective date will appear at the top, and the latest version will apply once posted.

Continued use of Parentok after updates means you accept the updated Privacy Policy.

If we make major changes, we will make reasonable efforts to notify users by email, website notice, or another appropriate method.

16. Contact

If you have privacy questions, data requests, opt-out requests, or concerns about this Privacy Policy, contact us at:

Parentok LLC
support@parentok.com

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