EQUnity™

PRIVACY POLICY

Effective Date: [DATE OF PUBLICATION] | Last Updated: [DATE OF PUBLICATION]

1. Our Commitment to Privacy

EQUnity, LLC ("EQUnity," "we," "us," or "our") respects your privacy and is committed to handling personal information thoughtfully and responsibly.

This Privacy Policy explains how we collect, use, disclose, and protect personal information when you interact with EQUnity, including when you request a free resource, purchase a digital product, receive communications from us, or otherwise interact with our websites, pages, forms, and related services.

Our approach is straightforward: we want you to understand what information we collect, why we collect it, and the choices available to you.

2. Information We Collect

The personal information we collect depends on how you interact with EQUnity.

When you request a free resource, such as the EQ Quick Guide™, we may collect information including:

- First name
- Last name
- Email address
- Telephone number

When you purchase an EQUnity digital product, we may collect information including:

- First and last name
- Email address
- Telephone number
- Billing or mailing address
- Information relating to your purchase or transaction

We may also receive information relating to your interactions with our pages, forms, emails, links, resources, and digital customer journey, as described below.

3. Payment Information

Payments for EQUnity products are processed through Stripe, our payment-processing provider.

Payment information entered during checkout is processed by Stripe in connection with the transaction. EQUnity does not use the Digital Products Creators (DPC) customer database to store complete payment-card information.

Stripe's handling of personal and payment information is subject to its own privacy and security practices.

4. How We Use Personal Information

We may use personal information to:

- Provide resources you request;
- Process and deliver purchases;
- Communicate about purchases, delivery, or customer-service matters;
- Maintain customer and contact records;
- Send educational information, EQ tips, newsletters, announcements, and information about new resources or events;
- Send promotional communications when appropriate and consistent with your communication choices;
- Support text-message communications where you have provided the applicable permission;

- Understand how individuals interact with our resources and customer journey;
- Improve our products, communications, services, and customer experience;
- Maintain appropriate transaction, consent, opt-out, and business records; and
- Meet applicable legal, accounting, regulatory, or operational requirements.

5. Email Communications

When you provide your email address, we may use it to deliver a resource you requested, provide information about a purchase, respond to an inquiry, or send other appropriate communications.

Where applicable, marketing emails will include a method for unsubscribing from future marketing communications.

Unsubscribing from marketing emails does not necessarily prevent us from sending transactional or service-related communications that may be necessary in connection with a purchase, requested resource, customer-service matter, or other existing relationship.

6. Text Messages and Communication Choices

Where text-message options are presented, you may be given separate choices regarding non-marketing and marketing or promotional text messages.

The EQ Quick Guide™ is available even if you do not check the optional text-message consent boxes. Requesting the Guide does not require you to consent to marketing text messages.

Where you choose to receive text messages, message frequency may vary and message and data rates may apply.

You may reply STOP to opt out of text messages and HELP for assistance, as described in the consent language presented when you provide your telephone number.

Opting out of text messages does not by itself delete your customer or contact record or change unrelated communication preferences.

7. Analytics, Cookies, and Customer-Journey Information

EQUnity uses the Digital Products Creators (DPC) platform to support its digital products, communications, and customer experience. The DPC platform uses cookies, pixels, analytics, and related technologies in connection with these services.

These technologies may help us understand how individuals interact with our pages and resources, such as whether a link was clicked, a resource was requested, or a purchase was completed.

We may use this information to understand the customer journey, evaluate the effectiveness of our resources and communications, improve our services, and support related business operations.

Because these technologies are provided through the DPC platform, the specific technologies used and the information they collect may be determined in part by DPC and its service providers.

8. Service Providers

EQUnity relies on service providers to operate portions of its digital business.

Digital Products Creators (DPC) — provides the platform supporting functions such as forms, customer and contact records, communications, digital delivery, automations, analytics, and related platform services.

Stripe — processes payments and related transaction information.

These providers may process personal information as necessary to provide their respective services.

Other service providers may be used as our business and services develop. Their handling of information may also be governed by their own privacy, security, and contractual obligations.

9. How We Share Personal Information

EQUnity does not sell, trade, or rent personal information to third parties for their independent marketing purposes.

We may disclose personal information to service providers that help us operate our business and deliver requested products and services, including DPC and Stripe.

We may also disclose information when reasonably necessary to comply with applicable law, respond to lawful requests, protect our legal rights, investigate suspected fraud or misuse, protect the safety or security of our operations, or address other legitimate legal or business requirements.

We do not treat the use of service providers to perform services on our behalf as permission for those providers to independently market to EQUnity customers.

10. Data Retention

EQUnity retains personal information for as long as reasonably necessary to fulfill the purposes for which it was collected, support our business operations and customer relationships, maintain appropriate transaction and consent records, resolve disputes, and meet applicable legal, accounting, or regulatory requirements.

Because some information is maintained through service providers, retention and deletion may also depend on the capabilities and requirements of those providers.

When information is no longer reasonably needed, we will take appropriate steps regarding its deletion or disposition, subject to applicable legal and business requirements.

11. Information Security

EQUnity takes the privacy and security of personal information seriously.

We use established service providers to support our digital operations, including Digital Products Creators (DPC) for customer and contact information and Stripe for payment processing. These providers maintain security measures for information processed through their respective systems.

EQUnity also seeks to handle personal information in a manner appropriate to the nature of the information and the purposes for which it is collected.

12. Your Privacy Choices and Requests

You may contact EQUnity regarding personal information associated with your relationship with us.

Depending on the circumstances and applicable law, you may request that we:

- Provide information about personal information we maintain about you;
- Correct or update inaccurate information;
- Delete certain personal information;
- Address your marketing communication preferences; or
- Answer questions about how your information is handled.

Some information may need to be retained even after a deletion request, including information reasonably necessary for transaction, accounting, tax, fraud-prevention, consent, opt-out, dispute-resolution, legal, or other legitimate business purposes.

We may also need to verify your identity before fulfilling certain privacy requests.

Depending on where you live and the laws that apply, you may have additional privacy rights.

13. How to Submit a Privacy Request

To submit a privacy question or request, contact:

EQUnity, LLC

Email: wilma@eqtotherescue.com

Subject: Privacy

Please provide enough information for us to understand and appropriately respond to your request.

We may request additional information when reasonably necessary to verify identity, locate the relevant information, or protect personal information from unauthorized access or deletion.

14. Children's Privacy

EQUnity's current products, resources, and services are intended for adults and are not directed to children.

We do not knowingly seek to collect personal information from children through our current resources and services.

If we become aware that personal information from a child has been collected in circumstances requiring action under applicable law, we will take appropriate steps to address the information.

15. External Links

EQUnity pages, resources, or communications may contain links to websites, platforms, or services operated by third parties.

Those third parties are responsible for their own content, operations, privacy practices, terms, and security practices. We encourage you to review the privacy information provided by a third-party service before providing personal information to it.

The presence of a link does not necessarily mean that EQUnity endorses every aspect of the third party's services or practices.

16. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services, practices, technology, legal requirements, or business operations.

When we update the policy, we will revise the “Last Updated” date shown on this page.

If we make material changes to how we collect, use, or disclose personal information, we may provide additional notice as appropriate or as required by applicable law.

We encourage you to review this Privacy Policy periodically to stay informed about our privacy practices.

17. Contact Us

If you have questions about this Privacy Policy or EQUnity's privacy practices, please contact:

EQUnity, LLC

Email: wilma@eqtotherescue.com