PRIVACY POLICY

Destiny Faith McKoy | Effective Date: October 24, 2026

1. Introduction

Destiny Faith McKoy (“we,” “us,” or “our”) respects your privacy and is committed to handling your personal information responsibly.

This Privacy Policy explains how we collect, use, store, and protect information when you visit our website, submit an inquiry, schedule a discovery call, register for an event, or engage with our creative strategy, marketing, and related services.

2. Information We Collect

Depending on how you interact with us, we may collect:

• Your name, email address, and phone number.
• Business or organization information you voluntarily provide.
• Information submitted through inquiry, registration, feedback, and booking forms.
• Appointment details and communication preferences.
• Transaction and registration information associated with paid services or events.
• Website usage information collected through cookies or analytics tools, where enabled.

Please avoid submitting sensitive personal or financial information through general inquiry forms.

3. How We Use Your Information

We may use the information collected to:

• Respond to inquiries and communicate with you.
• Schedule, confirm, and manage appointments.
• Prepare for discovery calls and service consultations.
• Provide creative strategy, marketing, and related professional services.
• Manage Activation Nights™ and other events.
• Process registrations and coordinate event communications.
• Request feedback and improve our services.
• Send promotional emails or text messages when you have provided the appropriate consent.
• Maintain business records and comply with applicable legal obligations.

4. Email and Text Communications

When you schedule an appointment or submit an inquiry, we may contact you regarding your request, appointment details, or related follow-up.

If you separately opt in to promotional communications, you may also receive updates about services, events, and opportunities.

You may unsubscribe from promotional emails using the unsubscribe link provided in those messages.

For promotional text messages, you may reply STOP to opt out. Message and data rates may apply.

Consent to receive promotional communications is not required to purchase services or schedule a discovery call.

5. How We Share Information

We do not sell your personal information.

We may share information with service providers who help us operate our business, including website hosting, customer relationship management, appointment scheduling, email delivery, payment processing, and event platforms.

These providers receive information as necessary to perform their services.

We may also disclose information when required by law or to protect our legal rights.

6. Information Security and Retention

We use reasonable administrative and technical safeguards intended to protect personal information.

No electronic storage or transmission system can be guaranteed completely secure.

We retain personal information for as long as reasonably necessary to provide services, maintain business records, fulfill legal obligations, or address legitimate business needs.

7. Cookies and Website Analytics

Our website may use cookies or similar technologies to support website functionality and understand visitor activity.

You can manage certain cookie preferences through your browser settings.

Third-party services integrated with our website may have their own privacy practices.

8. Event Privacy and Recordings

Activation Nights™ and other events may include personal conversations and participant contributions.

If an event is recorded, participants will be informed of the recording and its intended use. We will seek appropriate consent before recording or sharing identifiable participant contributions.

We will not intentionally publish private participant disclosures or identifiable event footage for promotional purposes without appropriate permission.

9. Your Privacy Choices

You may contact us to request access to, correction of, or deletion of personal information we maintain about you, subject to applicable legal and recordkeeping requirements.

You may also withdraw consent for optional promotional communications at any time.

10. Children’s Privacy

Our professional services and related online forms are not directed toward children under 13. We do not knowingly collect personal information directly from children under 13 through these forms.

11. Updates to This Policy

We may update this Privacy Policy as our business, services, or legal obligations change.

Updates will be reflected by a revised effective date on this page.

12. Contact Information

For questions about this Privacy Policy or your personal information, please contact:

Destiny Faith McKoy
Creative Director & Marketing Strategist
Email: activate@destinyfaithmckoy.com
Website: destinyfaithmckoy.com