

## **Privacy Policy**

**Effective Date:** 5/21/2025

This Privacy Policy explains how Eardley Labs ("we," "us," or "our") collects, uses, and protects your information when you join our free or paid groups on Whop.

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### **1. Who We Are**

**Business Name:** Eardley Labs

**Location:** Pittsburgh, PA, USA

**Contact:** dan@deardley.com

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### **2. What Information We Collect**

When you join our Whop group(s), we may collect:

- Name
  - Email address
  - Phone number (if available in Whop)
  - Linked social media profiles (via Whop)
  - Location data (associated with your Whop account)
  - Payment-related info (Note: stored securely by Whop, not by us)
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### **3. How We Collect Information**

Your information is primarily collected when you:

- Join our free or paid group on Whop
- Engage with resources, emails, or promotions linked through Whop

Whop also maintains its own Terms of Service and Privacy Policy, which you can view directly on their platform.

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#### **4. How We Use Your Information**

We may use your information to:

- Send promotional emails or updates via Sender or HubSpot
  - Deliver resources, tools, and training content
  - Offer you personalized mentorship opportunities
  - Run remarketing or retargeting ad campaigns
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#### **5. Information Sharing**

We do **not** sell or rent your data. We may use third-party tools or platforms to operate our services, such as:

- Whop
- Sender
- HubSpot
- Cal.com

These services may store or process data on our behalf under their own privacy terms.

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#### **6. Data Storage and Protection**

Your information is stored in:

- Whop (encrypted and secured)

- Sender (under our private account with restricted access)

We take reasonable steps to protect your data and restrict access to authorized personnel only.

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## 7. Your Rights

You can unsubscribe from emails at any time by clicking the unsubscribe link in any message. Doing so also removes your data from our mailing list.

To request deletion of your personal data or for any other privacy-related concerns, contact us at [dan@deardley.com](mailto:dan@deardley.com).

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## 8. International Users (GDPR Notice)

If you're located in the EU or UK, you have additional rights under the GDPR, including the right to:

- Access and review your personal data
- Correct inaccurate data
- Request deletion of your data
- Withdraw consent for future communications

For GDPR-related requests, contact [dan@deardley.com](mailto:dan@deardley.com).

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## 9. Policy Updates

We may update this Privacy Policy at any time without notice. By continuing to use our services, you agree to the most recent version of this policy.

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If you have any questions, email us at [dan@deardley.com](mailto:dan@deardley.com).